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Richard Diener

NURSERY

PLANT, SEED & BULB GROWER



1937

Amaryllis

OXNARD

CALIFORNIA

CONDITIONS AND TERMS OF SALE

SPECIAL NOTICE—To prevent any delay in filling your order, items selected from this catalog should be addressed to

RICHARD DIENER NURSERY.

All other correspondence should be addressed to Richard Diener and marked **PERSONAL**.

Foreign Customers—Remit by Postal Money Orders from foreign countries. Personal checks not accepted.

Canadian Customers—In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

Prices: The prices quoted herein are our very lowest current prices. They cancel all previous quotations made either by letter or advertisements.

Guarantee: I exercise every care to ship only first-class stock but give no warranty, expressed or implied, and will not be in any way responsible for the results of planting or forcing of any seeds, bulbs, roots or tubers sent out by me.

To satisfy my customers in every way has been my first aim. Bulbs found not true to name should be retained by the customer and I shall replace number that are untrue, free of charge. No planting stock or bulblets will be included in this case.

If you have any complaints to make about any stock received from me, please do not hesitate to do so and I shall correct any error. I do not consider our transaction complete until you are absolutely satisfied.

Postage: For airmail orders, add 12c for postage. Orders for plants and Amaryllis bulbs will be sent Express Collect.

Terms: Cash with Order. Remit by bank draft, express or postal money orders. **Canadian customers please remit by postal money orders. Do not remit by personal checks. Positively no C. O. D. orders accepted.**

Unused U. S. postage stamps accepted up to the amount of fifty cents.

Write your address plainly, as I had orders last year which I was unable to get into the hands of the purchaser. If your handwriting is poor, please print your address.

Order Early: All orders are filled promptly the day they come in or the day after. If you do not receive your order in two weeks, please notify us promptly as there have been occasions where people sent orders which we did not receive. **In such a case please repeat the order so an immediate replacement of goods can be made.**

Order your Petunia and Dahlia seeds or bulbs early as they might easily be damaged if carried around by the postman in zero weather and exposed to frost for hours.

Substitution: In the latter part of the season we may be out of some varieties, so please give your second choice. In case no substitution is desired please so advise in your order.

Packing: Through years of experience I have worked out the most satisfactory method of packing seeds and bulbs and there is very little possibility of damaging them in transit, either by frost or moisture.

NOTICE: Please keep this catalogue and read it over carefully. It contains answers to most of the questions usually asked me by customers. In the future when such questions are asked we shall refer customers to our catalogue. These inquiries usually come in during the busy season and it is almost impossible to answer them all.

Our nursery is positively closed on Sundays and Holidays.

Complete Index on Inside Back Cover.

INTRODUCTION

I herewith offer my new catalog for 1937. Despite the depression, I have made many improvements in the hope that business will be better this coming year. The last six years have been the most difficult I have had to weather in all my life. It has been only by careful management and hard work that I have found it possible to keep going. In this type of business the expenses are the same in good times or bad, and I, like everyone else, hope that we are in for better times.

Although we had some losses in Petunia plants due to the unusual heat this summer, we have a fine crop of seed of first-class quality. The flowers have been improved to a still higher perfection which astonished every visitor to our gardens.

We have had many fine comments on our new Pelargoniums (Lady Washington), as well as on the new double and giant flowering single Shasta Daisies and Dreams of Beauty Delphinium. We now have about 100,000 Amaryllis bulbs which have reached a high degree of perfection. This new strain is undoubtedly the best in existence today.

My nursery is not one of the largest, but to anyone interested in flowers it is perhaps the most interesting. Many outstanding flower novelties are born here and sent to all parts of the civilized world for the enjoyment of flower lovers.

This year, particularly, we had many visitors from all parts of the world. To everyone interested I extend a cordial invitation to visit my nursery. Here you will always find some new and interesting creations. The nursery is open week days from 7:00 a. m. to 5:00 p. m., but is closed on Sundays and holidays.

Your past patronage has been appreciated, and I can assure you that any selection you may make from this catalog will assist materially in making your garden an outstanding one for beauty and admiration.

Oxnard is situated midway between Los Angeles and Santa Barbara, in Ventura County, on the main line of the Southern Pacific Railroad and on the Roosevelt Coast Highway. It is a city of about 7000 people and has a temperate climate averaging 70 degrees the year 'round. Oxnard is one of the nicest, cleanest little towns in California.

An order sheet and addressed reply envelope are inclosed for your convenience. Place your orders early so that you may not be disappointed in your selection.



Richard Dierker

AMARYLLIS

I have given quite a bit of my time to the development and improvement of Amaryllis. I have been able to produce large flowers, faster and healthier growing plants than have heretofore been obtainable. It has also been possible to develop these flowers to the point where they will bloom several times a year. You may contrast this with the older varieties which are slow growing and bloom but once a year.

Some years ago I found some of my seedlings had flowered not only in the period of February to May but again during the summer. These were used for further breeding, and the present stock has been entirely made up from those seedlings which had flowered more than once during the year. The next development was for size. This spring some of our blooms measured sixteen inches across the flower. Many of our bulbs are flowering as much as three and even four times a year. If you should be a visitor in our nursery any time during the year you may see Amaryllis in flower. The main flowering season is still from February to May. We have over 100,000 flowering sized bulbs growing, which continually develop the year round. These bulbs can be shipped any time during the year.

In cold climates where there are no greenhouses or facilities to keep them growing, the bulbs may be dried up in the fall and re-potted in good rich soil about the end of November or first part of December. They should then be put in a window where they may get some sunlight and be free from frost. By keeping them in a living-room of average warmth, they should flower during the winter within five or six weeks after planting. Our Amaryllis may be considered an entirely different strain from the average variety on the market. It grows faster, flowers more often and brings larger flowers. We have had many visitors to our nursery who say that the colors of our flowers are more vivid and brilliant than those they had seen of the Florida strain.

Where the ground does not freeze, our Amaryllis may be planted in the open. It is best to plant them on the south side of the house, although they will grow in the shade of a tree where the climate generally is quite warm. Our variety differs from the pink or Belladonna variety (which grows with the bulb under the ground) in that our bulbs are above the ground with only the roots in the soil. A well-fertilized soil and plenty of water are essential in raising large flowers.

Few people realize that our Amaryllis are so easy to grow. They may be grown outside during the summer and taken indoors during the winter. It is a tremendous joy to flower lovers to bring into bloom during the winter an Amaryllis with a flower 8 to 10 inches in diameter.

Due to our large stock, we are in a position to make our prices especially low. Extra fine bulbs may be had for as little as one dollar each. There are many special fancy and rare varieties that sell at slightly higher prices.

The Equestris Hybrids are nearly the same size as the Mammoth Hybrids. Their colors run more to the various shades of pink and orange with some salmon and copper colors. All these colors may be found in the seeds. Bulbs of the copper and salmon shades are not available except during the months of March and April. At the present time our marked stock of these colors has been entirely exhausted, and it will not be until the spring flowering that we will again be in a position to set aside additional stock.

DIENER'S EVERFLOWERING MAMMOTH HYBRID AMARYLLIS

No bulb or plant orders filled for less than \$1.00.
Amaryllis bulbs will be shipped by express collect.

Flowering Size Bulbs		Per
	Each	Hundred
6 to 7 inches in circumference.....	\$.25	\$ 25.00
8 to 10 inches in circumference.....	.50	50.00
10 to 12 inches in circumference.....	.75	75.00
12 to 14 inches in circumference.....	1.00	100.00
SEEDS: 20 seeds	50c	100 seeds \$1.50
1000 seeds	\$10.00	

DIENER'S AMARYLLIS EQUESTRIS HYBRIDS

Flowering Size Bulbs

	Each	Per Hundred
6 to 7 inches in circumference.....	\$.25	\$25.00
8 to 10 inches in circumference.....	.50	50.00
10 to 12 inches in circumference.....	.75	75.00

SEEDS: 20 seeds 50c 100 seeds \$1.50
1000 seeds \$10.00

SEE COLOR REPRODUCTION OF THIS FLOWER ON FRONT COVER OF THIS CATALOG

NEW PELARGONIUMS



No. 6. GIANT VENUS

PELARGONIUMS

(Lady Washingtons)

Diener's Newest Everflowering Hybrids

These new Pelargoniums, all my own creations, are second and third generation crosses from Eastergreeting. The flowers are over twice larger than the Eastergreeting type and flower the whole year around, which makes them all the more valuable. The plants are of semi-dwarf growth and in flowering resemble Azaleas. For those who grow pot plants or for bedding these are very valuable and easy sellers in any size, as they flower from cuttings and keep on flowering continually.

Through the introduction of these new varieties Pelargoniums will take on a new popularity, as the colors and size are so unusual and appealing.

No. 1. SANTA MONICA.—La France pink with large, deep red spots in the center of two upper petals. Surrounded by rose pink. Single flowers are three inches in diameter. A beauty.

Young rooted plants25c each
Unrooted cuttings4 for 25c

No. 2. DIENER'S GIANT.—Spinel pink. Two upper petals have large, blood red spots in center. Surrounded by rose pink. Single flowers four inches in diameter. A silver dollar will not cover a single flower petal. Unquestionably the largest Pelargonium in existence.

Young rooted plants25c each
Unrooted cuttings4 for 25c
Unrooted cuttings\$5.00 per 100

No. 3. RUTH W. McAFEE.—Begonia rose with salmon sheen. Deep red spots in center of two upper petals. Three inches in diameter. One of the most beautiful Pelargoniums.

Young rooted plants25c each
Unrooted cuttings4 for 25c
Unrooted cuttings\$5.00 per 100

No. 4. BEVERLY HILLS.—Amaranth pink or orchid color. Two upper petals have blood red spots. Three inches in diameter. Flowers have fringed edges. A very outstanding variety.

Young rooted plants25c each
Unrooted cuttings4 for 25c

No. 5. MRS. MARY BARD.—Snow white with a few mallow purple stripes in center of flower. Two and one-half inches in diameter.

Young rooted plants25c each
Unrooted cuttings4 for 25c

No. 6. GIANT VENUS.—Bright rose pink with a maroon spot in the center of all five petals. Plants of dwarf habit. Flowers 3½ inches in diameter. A very beautiful variety.

Young rooted plants25c each
Unrooted cuttings4 for 25c
Unrooted cuttings\$5.00 per 100

No. 7. GLENDALE.—Tyrian rose with blood red spots in center of all five petals. Flowers 3½ inches in diameter. An outstanding variety.

Young rooted plants25c each
Unrooted cuttings4 for 25c

No. 8. GOLETA.—Deep rose color with maroon spots in two upper petals which are surrounded by strawberry pink. Three inches in diameter.
Young rooted plants25c each
Unrooted cuttings4 for 25c

No. 9. PIRU.—Rose color with center of two upper petals deep blood red surrounded by strawberry pink. Single flowers 3½ inches in diameter.
Young rooted plants25c each
Unrooted cuttings4 for 25c

No. 10. SAN DIEGO.—Mallow purple. Maroon spots in all five petals. Flowers 2½ inches in diameter with heavily frilled edges. An exceptional variety.
Young rooted plants25c each
Unrooted cuttings4 for 25c

No. 11. PASADENA.—Rose color with maroon spots in two upper petals. Single flowers three inches in diameter.
Young rooted plants25c each
Unrooted cuttings4 for 25c

No. 12. VERA N. WATT.—Deep rose pink with blood red spots in two upper petals surrounded by strawberry pink. Single flowers 2½ inches in diameter and ruffled. A beauty.
Young rooted plants25c each
Unrooted cuttings4 for 25c

No. 13. MONTECITO.—Pale amaranth pink with deep red spots in two upper petals. Flowers 3 inches in diameter. Slightly ruffled.
Young rooted plants25c each
Unrooted cuttings4 for 25c

No. 14. SANTA BARBARA.—Rose red with blood red spots in two upper petals. Flowers 3 inches in diameter and ruffled. Plants of dwarf growth.
Young rooted plants50c each
Unrooted cuttings4 for 50c

No. 15. PASO ROBLES.—Carmine. Deep blood red spots in center of two upper petals. Small red spot in three lower petals. Flowers 3 inches in diameter. A very free flowering variety.
Young rooted plants50c each
Unrooted cuttings4 for 50c

PELARGONIUMS

No. 16. MRS. F. BACHLER.—Deep rose-red, center of upper petals blood-red. Flowers 3 inches in diameter. Always in flower. An outstanding, beautiful variety.
Young rooted plants.....50c each 3 for \$1.00
Unrooted cuttings4 for 50c 10 for \$1.00

No. 17. THERESE.—Light Mallow-purple; upper petals Dahlia-purple center. Flowers 3 inches in diameter.
Young rooted plants.....50c each 3 for \$1.00
Unrooted cuttings4 for 50c 10 for \$1.00

COLLECTION of 15 varieties—

Rooted plants\$3.50

Note: Should we be sold out of rooted cuttings during the season we shall send unrooted cuttings in a greater quantity, 3 unrooted cuttings in place of 1 rooted plant.

No bulb or plant orders filled for less than \$1.00. Pelargonium plants will be shipped by express collect.

Santa Barbara, Calif., July 6, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: In the Fall of 1935 I bought from you some unrooted cuttings of Pelargoniums (Diener's Giant and Ruth McAfee); they developed into nice plants; result: I sold every one of them. Today I am writing for some more.

Respectfully yours,

THE ROSEGARDEN NURSERY,
A. F. GRIMM.

* * *

Hicksville, Long Island, N. Y., Oct. 25, 1935.

Mr. Richard Diener, Oxnard, California.

Dear Sir: The collection of Pelargoniums that I received from you this Spring are all growing very well. Some of them are beauties.

Yours very truly,

FRANK WETTERAU, Florist.

* * *

Loogootee, Indiana, June 3, 1936.

Mr. Richard Diener, Oxnard, California.

Gentlemen: Some time ago I ordered a packet of Diener's Everblooming Amaryllis seeds and about 85 per cent germinated, and are coming along nicely.

Yours truly, FLOYD S. WININGER.

* * *

Crescent City, Calif., April 29, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: The Pelargonium plants that I purchased from you last month are so much nicer than I expected that I want to thank you for sending such nice sturdy plants. They were packed so well, too, that none were wilted the least bit. I set them out and they are growing very fast. Four are in bloom already and all are in bud, ready to bloom. The ones that are out are the most gorgeous Geraniums that I ever saw.

The Petunias that I raised from a packet of your number 38 seed were grand. Everybody that saw them said they were the best they had ever seen.

Yours very truly, HARVEY L. BROWN.

Westport, Connecticut, Feb. 6, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: Last year I purchased the collection of Lady Washington cuttings. Ten of them came through in fine shape and now the plants, well grown, are coming into bloom. They are indeed beautiful. Venus came into bloom today and is exquisite. Thank you.

Sincerely, RALPH V. SOLLITT.

* * *

Indianapolis, Indiana, August 1, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Two years ago I ordered some seed from you and among the others was an order for Shasta Daisy. This was sent to Mrs. C. M. Kitzelman at Muncie, Indiana. We have had more comment on those wonderful flowers than anything in the garden.

Sincerely yours,

HAMES H. LOWRY, C. E.

* * *

Milwaukee, Wisconsin, November 23, 1935.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Enclosed please find \$1.00 for seed as marked on order. I purchased a package of Diener's All-double Shasta Daisies last year. They have done splendidly, just as described in your catalog.

Respectfully yours,

WM. BITTERS.

* * *

Winnipeg, Man., Canada, Jan. 1, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Kindly send me immediately your 1936 catalog of Petunias, etc. I wish to order and have only your 1934 catalog, from which I had ordered your Mastodon Pansies, Petunias and Double Shasta Daisies, and which Daisies I might state have been wonderful. Have built up a large bed of about 150 (2 years old now) plants, and might state wintered the 30 to 40° below temperature without a single loss. At least 80 per cent were perfectly double and without a blemish or marking.

Thanking you for your kind attention, I remain,

Very truly yours, R. LEMONTON.

GLADIOLUS BULBS

We have discontinued the low-priced varieties of Gladiolus until there is a greater demand for them. We are offering only our three novelties this year in bulbs.

(Gladiolus) **DIENER'S TRIUMPH (Diener)**.—A 1935 novelty. A seedling of Mrs. Leon Douglas crossed with Scarlet Wonder. I consider this the best of all my many Gladiolus creations. Rose Doree overlaid with flame scarlet. Flowers are 7 inches in diameter. Perfectly built on long, perfect stems. On the order of Commander Koehl but larger and faultless in every detail. A fair propagator, making large bulblets. It unquestionably will soon be as popular as Mrs. Leon Douglas.

	Large	Medium
Each	\$15.00	\$7.50
Bulblets, each \$1.00; six for \$5.00.		

(Gladiolus) **DIENER'S BLUE GEM**.—A 1935 novelty. Delphinium blue, darker in center like Geraldine Farrar, but larger and longer stems. A fine grower and propagator and one of the best blues.

	Large	Medium
Each	\$ 1.50	\$.75
Dozen	15.00	7.50

(Gladiolus) **OXNARD (Diener)**.—A 1935 novelty. An improved Los Angeles. More open flowers, longer spikes and more beautifully colored. Bright pink, darker throat. This is an outstanding Gladiolus and will be grown in great quantities. A beauty.

	Large	Medium
Each	\$ 1.50	\$.75
Dozen	15.00	7.50

Montbrook, Florida, March 14, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: I am sending you herewith money order for \$1.50. Please send me the enclosed order.

I wish you could see the Petunias now. Say, they are a "Wow." I can depend upon your Dahlias from seed far more than from roots of many florists.

Very truly yours,

MRS. JAS. W. HENDRIX.

* * *

Jackson, Miss., Sept. 27, 1935.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: Just a word of praise for your wonderful seeds. Last Spring I purchased some of your best Dahlia seed, and am now cutting some of the prettiest Dahlias I ever saw. I also purchased some of your crossings of Gladiolus seed and planted them in March and some of them bloomed in July and you should see the nice bulbs and bulblets they produced. And I grew some of the most gorgeous Petunias from your No. 42, No. 8, and improved Pink Glory.

I have enjoyed everything that I purchased from you and you may expect some more orders from me.

Yours truly,

R. L. BRENT.

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West Palm Beach, Florida, August 28, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: I have not tried your Statice seed and wish to compare it with others, and so send order within. Your Gerbera seed is excellent and I am much pleased with the results obtained from it.

Yours very truly,

H. E. SPENCER.

GLADIOLUS PRIMULINUS HYBRID SEEDS

This is a very fine mixture of Primulinus Hybrids which have been crossed with the large Gladiolus and many beautiful things will be found among them.

Package 25c (About) 1000 seeds \$1.00

How to Sow Gladiolus Seeds—In the southern temperatures, where there is only light frost or none, the seeds should be sown out in the late fall, in rows in the open, one foot apart. The seeds should be covered with a half-inch of sandy soil, about the same as onions. Water them well and keep them free from weeds. Cultivate the soil once a month. Many will flower five months after sowing. In climates where there is a heavy frost, it is best to sow the seeds in boxes or hot beds, using good sandy leaf mould soil or three- to four-year-old manure in which to sow them. Take them up in the fall and handle like the regular size bulbs.

DIENER'S GLADIOLUS HYBRID SEEDS

(From latest crossings)

These seeds were taken from all the hybrids obtained from my crossings of the last few years, I having used the best kinds in existence of all types. You can expect some great things from them. This is the best you can get anywhere in the world, at the lowest price.

(About) 200 seeds 50c
(About) 1000 seeds \$2.00

Wellfleet, Mass., Feb. 26, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: I am enclosing a small order and exceedingly regret that I am not able at this time to take further advantage of the wonderful presentation made in your catalog in florals.

The Diener Tomato surpasses all expectations. Never have I seen nor heard of such rank growth. I made the mistake of setting out the plants in a place too small for their growth and nearly ruined them by being obliged to prune severely, so that the fruit came too late for good test. The Yellow did splendidly and the fruit was beyond anything I have ever found in that variety. We found them excellent for the table and my wife, who is an expert, canned a lot that we are now enjoying. The Ventura was a big success and from 28 hills we gave away several bushels.

This year I am hoping for greater general success that I may be better able to introduce your seeds.

Sincerely,

CLARENCE W. RYDER.

* * *

Harbor Springs, Mich., August 26, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: The seeds which you furnished me have been very satisfactory and the flowers grown from your seeds have been a beautiful sight and a great source of delight to me.

Yours very truly,

A. C. FISCHER.

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Pittsburgh, Pa., July 1, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: A year ago I sowed some of your mixed Shasta Daisies out in the open with no care or thought other than putting seeds in the ground. At this time they are a revelation and joy. Every day a different type is open, large six-inch single, shaggy double frilled, and more coming.

You certainly send live seeds. I sowed also, Gerbera Jamesoni, Tomatoes, Cucumbers, Dahlias, California Sunshine Aster and I truly believe every seed grew. In spite of dry weather all my plants are doing fine. I have only ordinary soil and don't follow your directions for want of material.

Sincerely,

ANITA G. PLATZ.

DAHLIA SEEDS

For years I have raised the finest dahlia seeds that can be produced and many of the new varieties that are on the market now came from our seeds. I have given up the dahlia bulb sales as the demand has been so low. In the future we will list only the seeds of the fancy varieties.

Every seedling raised from these seeds is new and different as they never come the same as the parent plant, and if you have anything outstanding you may make a named variety out of it. However, in such a case one should raise the seedling three years and it must be faultless in every way. Everyone has some space where fifty to a hundred dahlia plants may be grown, and if you want some real fun watch a bunch of high-class dahlia seedlings coming into flower. One must have only the best seeds as there is a great quantity of trash on the market which brings mostly singles. Dahlia seedlings will flower a month earlier than from bulbs. Plant the seedlings at least three feet apart in both directions. In locations where heavy storms prevail place a three-foot stake at each seedling at time of planting.

We do not raise any cut flowers in dahlias; everything is grown for seeds only.

Seeds of the Chrysanthemum type are much thinner than the others and do not come as fast as the other types, so give them time, just keep the seed pans in a warm location as every seed of all varieties are hand selected. Every kernel will grow if handled right.



CHRYSANTHEMUM DAHLIA SEED (Mixed)

The Chrysanthemum Dahlia is one of the greatest achievements in Dahlias. The flowers are very large, curled and twisted, like Chrysanthemums, on stiff, wiry stems and the colors are the finest brought out yet. It is the best keeper for cut flowers. It took me years to perfect this type.

Seeds from the Finest Selected, Separately Grown:

25 seeds 75c	50 seeds \$1.50	100 seeds \$3.00	1000 seeds \$15.00
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DIENER'S GIANT DOUBLE HYBRID DAHLIAS

This mixture contains only the largest and most perfect Dahlias the world has ever seen. The most gorgeous colors on fine, long, wiry stems. They are the highest-bred Dahlias in existence at this time, as you will agree when you see them in flower. This is confirmed by testimonials from everywhere.

25 seeds 75c

50 seeds \$1.50

100 seeds \$3.00

1000 seeds \$15.00



CACTUS DAHLIA TYPE

CACTUS DAHLIA SEEDS (Mixed).—This is a mixture of many very fine Cactus Dahlias.

25 seeds **25c** 50 seeds **50c**
100 seeds **\$1.00**

MINIATURE DAHLIAS.—A new type of very dwarf dahlias in all colors; many of cactus type, three to four inches in diameter and from two to three feet tall. They are greatly free flowering and fine for cut flowers as they are good keepers. Double.

25 seeds **50c** 50 seeds **\$1.00** 100 seeds **\$2.00**
1000 seeds **\$10.00**

SNOW-WHITE DAHLIAS (All Types Mixed).—This is a mixture of all types of snow-white Dahlias, most of large size some measuring over a foot in diameter on perfect wire-like, but graceful stems. Very free flowering. Nothing to compare with this mixture.

25 seeds **50c** 50 seeds **\$1.00**
100 seeds **\$2.00**

FANCY SELECTED DAHLIAS.—Of all large flowering types, including Chrysanthemum Dahlia.

25 seeds **\$1.00** 50 seeds **\$2.00** 100 seeds **\$4.00**
1000 seeds **\$20.00**

Wayne, Penna., Feb. 26, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: As usual, I am now ready for a 50-cent package of "The Diener Tomato" seed, and in my opinion these "King of All Tomatoes" are all that you represent.

Respectfully,

MRS. OLIVE R. ELY.

Marblehead, Mass., July 18, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: My Zinnias are beautiful again this year. Your seed can't be beat.

Respectfully,

ROY F. CLOUGH.

Arlington, California, March 17, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: Just a word. We have been getting seeds and bulbs from you for several years and I always take my flowers to several Flower Shows and can't remember the time we didn't get the Blue Ribbons on your stuff. There is nothing but Diener's seeds and bulbs for me, when I want prize winners.

Respectfully,

MRS. F. C. HILL.



POMPON DAHLIAS

POMPON DAHLIA.—Pompons are great favorites everywhere for cut flowers and for bedding. Flowers from my strain run from one to three inches in diameter and the blooms have a great range of colors. They are good keepers and are valuable for table decorations, being popularly used in great quantities by cafeterias and restaurants and roadstands.

25 seeds 25c 50 seeds 50c 100 seeds \$1.00
1000 seeds \$5.00

Directions for Sowing Dahlia Seeds—Sandy leaf mould or any good garden soil should be used. Use

a box or pan to sow the seeds into. Fill the receptacle 3 inches with soil. Smooth the surface over with a smooth board, then sprinkle seed over the soil and press into the ground. The seeds should be very lightly covered with the soil, in fact, it should be shaken over the seeds with a fine sieve. Put the seeds in a warm, moist place and see that the soil is not permitted to become dry.

Glass may be put over the flats to preserve the moisture. In this case, if the sun shines on them, they should be protected by a single sheet of paper over the glass. Otherwise, too great a heat will develop between glass and soil. Remove the paper at night and in dark weather.

It will be three months before all the seeds are up, which is natural with Dahlias. Some seeds come up in four days, while others take months. When they are up, take them out of the seed box inside of three days. To do this without interfering with the other seeds, use a sharp-pointed stick and drive it down into the soil next to each seedling and lift same up. Put each plant in a 3-inch pot; they can be kept back for two or three months or until ready to go into the open. Plant in the full sun and stake early.

Every seed is hand picked and will grow if handled correctly.

Kingston, Jamaica, B. W. I., June 13, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: We have found your seeds so satisfactory that we will order in the future larger quantities. Our planting season starts in September. In the meantime will you please send by airmail the enclosed order.

Yours faithfully,

THE POMEROY NURSERIES.

Norwalk, Ohio, January 13, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Last year I purchased some of your Petunia and Dahlia seed through my uncle in San Francisco and the results were wonderful. I had wonderful comments from everyone who visited my gardens. I am a commercial grower and as such desire only the best. Interested in Glads. also.

Yours very truly,

EDWARD P. ZURCHER.



DIENER'S DOUBLE PETUNIA
No. 42. Large Double Frilled

PETUNIA SEEDS

The many glowing testimonials I have received regarding Petunia seeds offer definite proof of the high standard of quality to which these seeds have been developed. No trouble or expense has been spared to produce the finest seed possible. Most of our customers are growers who raise plants in two and a half and three inch pots for spring bedding purposes. Many of them have to be raised under glass, and for bedding the plants must be small and bring flowers on a very short stem. Many years of ceaseless effort have been necessary to produce such plants. These plants are first raised in three inch pots and only those that meet our rigid requirements are used for seed bearing. When a plant has proved itself it is then planted out in the field.

This year we had 120,000 plants in three inch pots. This is an expensive method of handling but insures a higher quality of seed. Some people are under the impression that every single seed should be true to description. The Petunia occasionally has the habit of reverting to the original type so that now and then a small purplish flower will be produced. Those reverting to the old type are usually the first to bloom. Let all the young plants come up before discarding them and you will find that the majority will be as described.

Petunia seeds, when sent to the Gulf States, Florida and States near the ocean, where warm moist salt air is prevalent, should be sowed out soon after their arrival, as the seed will soon lose their germinating quality in this atmosphere. This is the cause of many seed failures.

DIENER'S PETUNIA SEED: All of our varieties, single and double mixed:
Trade Pkg. 50c Sample Pkg. 25c 1/64 oz. \$1.75 1/32 oz. \$3.50

PRICES FOR PETUNIA SEEDS IN QUANTITY

Note: Each of the following numbers, separately (not all the numbers mixed), are sold in quantity as listed below:

Of the following numbers (not mixed together)
1, 2, 3, 5, 7, 8, 10, 13, 15, 18, 19, 20, 41, 46:

1/64 oz. \$1.75 1/32 oz. \$3.50 1/16 oz. \$6.50 1/8 oz. \$12.00

Of numbers (not mixed together) 11, 14, 16, 17, 21, 22, 23, 27, 51:

1/32 oz. \$2.00 1/16 oz. \$4.00 1/8 oz. \$8.00

Of numbers (not mixed together) 24, 25, 26, 28, 29, 38, 40, 42, 44, 49, 50, 53, 54:

1/64 oz. \$2.50 1/32 oz. \$5.00 1/16 oz. \$10.00

Note: The varieties that are not listed above will not be sold in quantity this year.

	Trade Pkg.	Sample Pkg.
No. 1. PINK (Ruffled Monster).— Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence.....	\$50	\$25
See color reproduction of this flower on center pages of this catalogue		

	Trade Pkg.	Sample Pkg.
No. 2. FLESH PINK (Ruffled Monster).— Five to six inches in diameter. Heavy veined center. A new color in Ruffled Monsters. (The No. 2 which we listed before was red and was very similar to No. 5. I shall have only No. 5 in that color henceforth)	\$50	\$25

No. 3. VARIEGATED (Ruffled Monster).— Colors appear in red and white checks and blotches. Also striped pink and white, copper red and white. Five to six inches in diameter50	.25
See color reproduction of this flower on center pages of this catalogue		

No. 4. WHITE WITH YELLOW CENTER (Ruffled Monster)50	.25
See color reproduction of this flower on center pages of this catalogue		

No. 5. RED, DARK VEINED WITH COAL BLACK CENTER (Ruffled Monster).— Six to eight inches in diameter. This is a gem in Petunias and is a great favorite with all flower lovers. Be sure to try a package.....	.50	.25
See color reproduction of this flower on center pages of this catalogue		

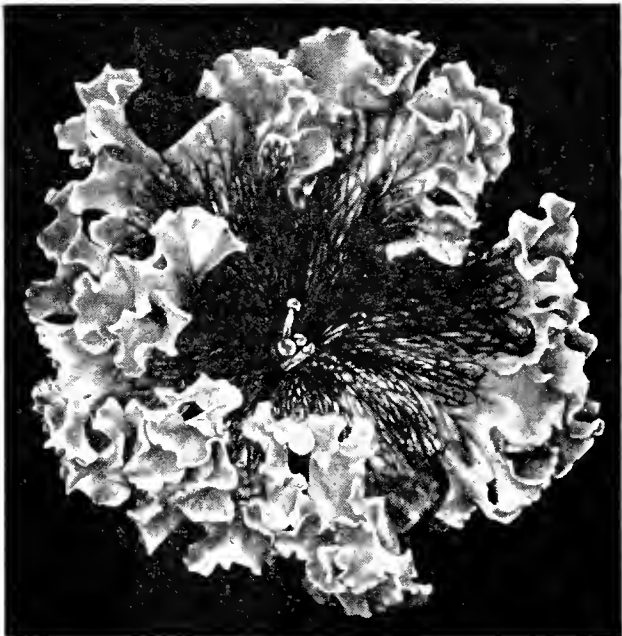
No. 6. PALE LILAC PINK (Ruffled Monster).—Heavily ruffled with strongly veined center. Flowers four to five inches in diameter.....	.50	.25
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Wichita, Kansas, July 31, 1936.
Mr. Richard Diener, Oxnard, California.
Dear Sir: I started in a small way with Petunia seed purchased from you last spring, using directions given. I was well pleased with results. They are beautiful.
Yours truly,
MRS. ROBERT RUSSELL.



PART OF OUR DOUBLE PETUNIA SEED FIELD

	Trade Pkg.	Sample Pkg.		Trade Pkg.	Sample Pkg.
No. 7. RED AND WHITE VARIEGATED (Ruffled Monster).—Large golden yellow center. Flowers four to five inches in diameter. One of the most admired of my collection of Petunias and very true to type. Try it.....	\$.50	\$.25	No. 10. SALMON ROSE (Ruffled Monster).—Light veined center, five to six inches in diameter. (1934 novelty.) A very beautiful Petunia.....	\$.50	\$.25
See color reproduction of this flower on center pages of this catalogue			See color reproduction of this flower on center pages of this catalogue		
No. 8. RUFFLED MONSTERS (Mixed). —This mixture contains all Ruffled Monsters mentioned above, as well as many other colors, new this year. The average growth of the plant is more dwarf and if you want only a small amount of Petunias in your garden this is what you should order.....	.50	.25			
No. 9. PEARL OF KENTFIELD. — Flesh Pink Frilled with golden yellow center. Four inch flowers, dwarf growing. This is a specially fine variety for four to five inch pots or window boxes. (The variety Theodosia is the same. Introducer of Theodosia did not know of the existence of Pearl of Kentfield, originated by myself five years before.).....	.25	.10			



No. 9. "PEARL OF KENTFIELD"



DIENER'S RUFFLED MONSTER PETUNIAS IN 3-INCH POTS. TWELVE WEEKS AFTER SOWING.

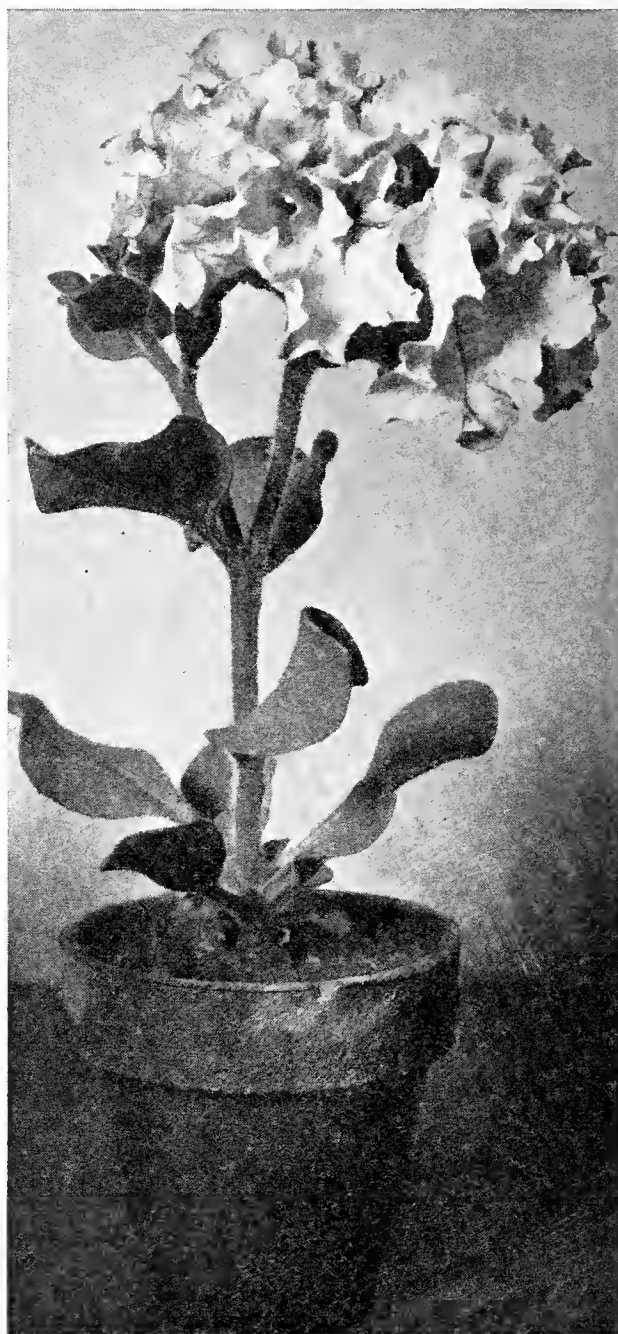
	Trade Pkg.	Sample Pkg.		Trade Pkg.	Sample Pkg.
No. 11. DIENER'S BLUE. —I especially recommend this variety. It is of semi-dwarf growth and immensely free flowering. Flowers average three to three and one-half inches. The color is a deep, silky blue and is one of the most favored varieties..	\$25	\$10	No. 19. GIANT PINK GLORY. —An improvement on Pink Glory. Same coloring as No. 14, but the blooms are twice the size and of more bushy growth. Exceptionally good for pot plants and window boxes. Also for massing in beds. It is one of the most showy varieties in existence	\$50	\$25
No. 13. HELIOTROPE (Ruffled Monster).—A pinkish mauve. Five to six inches in diameter. Deeper veined center. Very fine.....	.50	.25	See color reproduction of this flower on center pages of this catalogue		
No. 14. DIENER'S PINK GLORY. —Pure flame rose pink, without a trace of purple. Flowers three to four inches in diameter, and slightly ruffled. Plants attain a height of 12 to 14 inches. On the order of Rosy Morn. A very compact grower and is continually covered with flowers25	.10	No. 20. MAUVE (Ruffled Monster).—Center heavily veined with royal purple. One of my most exquisite and most popular varieties. Average flowers five inches across. Very fragrant50	.25
No. 15. PURPLE AND WHITE. —Especially adapted to window boxes or hanging baskets50	.25	See color reproduction of this flower on center pages of this catalogue		
No. 16. WHITE BEAUTY. —Single, heavily fringed, about four inches. Snow white, semi-dwarf25	.10	No. 21. STEEL BLUE. —Darker veined center with ruffled edges. About four inches across and comes 90 per cent true. One of the easiest sellers in 2½ to 3-inch pots.....	.25	.10
No. 17. PALE SULPHUR YELLOW. —Flowers single with heavily frilled edges25	.10	No. 22. ROSE COLOR. —An improved Rosy Morn. Very showy and striking. Wonderful for massing in beds or borders. Very free blooming. Plants of dwarf growth, reaching a height of six to seven inches. Flowers two inches in diameter.....	.25	.10
No. 18. VARIEGATED HEAVY RUFFLED. —Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers four to five inches across (Ruffled Monster)50	.25	No. 23. PALE AMARANTH PINK. —Like Rosy Morn, but lighter in color. Flowers single, averaging two inches across, of dwarf growth. Is used extensively for bedding as it blooms profusely.....	.25	.10
			No. 27. SALMON COLOR (Single).—A beautiful, new color. Flowers four inches, frilled. A ranky grower for boxes and baskets25	.10

- | | Trade
Pkg. | Sample
Pkg. |
|---|---------------|----------------|
| No. 30. FLAMING VELVET. —Brilliant velvety mahogany red, of medium size flowers. A very outstanding novelty | \$.25 | \$.10 |
| No. 41. COPPER RED (Ruffled Monster). —Smoky center, five to six inches in diameter. After years of crossing I have removed all the bad habits that it had at first and it now is one of the most beautiful flowers in existence. It made a decided hit at the World's Fair at Chicago in 1934 and will be in great demand for some time to come | .50 | .25 |
| See color reproduction of this flower on center pages of this catalogue | | |
| No. 46. DEEP VELVETY VIOLET (Single). —Flowers 4 to 5 inches. A 1932 novelty. Exceptionally beautiful..... | .50 | .25 |
| See color reproduction of this flower on center pages of this catalogue | | |
| No. 47. JUMBO MIXTURE OF RUFFLED MONSTER PETUNIAS. —A selection of only the very largest and most outstanding colors of these giant Petunias | 1.00 | |
| (6 packages) | 5.00 | |
| No. 51. STEEL BLUE & WHITE VARI-GATED. —Edges of petals heavily ruffled. Four inches in size..... | .25 | .10 |

DOUBLE PETUNIAS

Note: All of our double Petunia seeds are raised from double Petunias and so give the highest percentage of double seedlings. The slowest and poorest seedlings will turn out the best doubles.

- | | Trade
Pkg. | Sample
Pkg. |
|---|---------------|----------------|
| No. 24. SALMON DOUBLE. —A new color in Petunias which has made a hit with every visitor at our gardens. I have been working on this color for several years to bring it to perfection. Four inches in diameter | \$1.00 | \$.50 |
| See color reproduction of this flower on center pages of this catalogue | | |
| No. 25. COPPER RED DOUBLE. —A fine new color which attracts immediate attention. About four inches in diameter | 1.00 | .50 |
| See color reproduction of this flower on center pages of this catalogue | | |



No. 42. IN 3-INCH POTS

- | | Trade
Pkg. | Sample
Pkg. |
|---|---------------|----------------|
| No. 26. GREEN EDGED DOUBLE. —This type comes in all colors but all have a seam around the petals which is grass green. I have been working on this variety for the last eight years to bring it to perfection, as it was at first somewhat weak. The Green Edged variety was a sensation at the World's Fair at Chicago in 1934. It will attract attention everywhere..... | \$1.00 | \$.50 |
| See color reproduction of this flower on center pages of this catalogue | | |

Orlando, Florida, June 15, 1936.
Mr. Richard Diener, Oxnard, California.
Dear Sir: The double Petunia seed I got from you last year turned out wonderful.
Yours truly,
JOSEPH SCHUNCK.

	Trade Pkg.	Sample Pkg.		Trade Pkg.	Sample Pkg.
No. 28. DOUBLE LAVENDER BLUE. — Broad petals. Flowers four to five inches in size. Very free blooming....	\$1.00	.50	No. 42. LARGE DOUBLE FRILLED MIXED. —After years of crossing and selection I have produced this double strain, which stands highest today commercially. The color plate in this catalogue will give you an idea of its average. In 2½ and 3-inch pots they com- mence flowering when only three to four inches high. These pic- tures of plants in pots in our cata- logue are actually growing. If the soil is not rich enough, many of the flowers may appear almost single when raised in small pots, but when you see the same plants after be- ing transplanted into the open, the flowers will be large and double. The amount of doubles is 75 per cent and the single types therefrom are all heavily frilled and eagerly sought by the public.....	\$1.00	.50
No. 29. PURPLE DOUBLE. —Medium size	1.00	.50	1000 seeds	1.50	
No. 33 (Our 1937 Novelty) DOUBLE DAINTY LADY (Yellow). —Is of the same color as Dainty Lady Single, and is the first yellow double. I have produced double yellow Petunias by the thousand the last few years, and some were very yellow and large size, but they would not bring seed. This variety offered here is seed bearing. Seeds limited, no more than 2 trade packets to a cus- tomer	1.00	.50	See color reproduction of this flower on center pages of this catalogue		
No. 38. DOUBLE RUFFLED MON- STERS MIXED. —This is a mixture of the same colors as the single Ruffled Monsters but double. These have now reached perfection. After years of crossing and testing the size is enormous, reaching over nine inches in some instances. The per- centage of doubles is very high. No matter what other varieties of double petunias there are on the market, including the 100% double from foreign countries, you will find by comparison that ours excel in growth, color and size, so buy Amer- ican seeds and keep the money in this country	1.00	.50	No. 44. DOUBLE FRILLED ROSE PINK AND WHITE VARIEGATED. —Of the fluffy ruffled type. Flowers four to five inches across. Of dwarf, com- pact growth and flowers sell at sight. It is the grandest combina- tion of colors yet produced in Pe- tunias	1.00	.50
1000 seeds	1.50		See color reproduction of this flower on center pages of this catalogue		
See color reproduction of this flower on front cover of this catalogue			No. 48. LA FRANCE PINK. —Double Carnation flowered type. Strongly veined rose pink. Heavily frilled petals. Medium size. A beautiful petunia	1.00	.50
No. 40. MADONNA. —Double frilled, snow white. About four inches in diameter. Semi-dwarf growth.....	1.00	.50	No. 49. DOUBLE ROSE PURPLE (or Mauve Pink) and WHITE VARIE- GATED. —Around four inches in size. A popular color.....	1.00	.50

McRae, Ga., Feb. 13, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: May I take this opportunity to say that I planted
one packet of your No. 42 Petunias exactly as per your very
minute instructions and I can safely say that 100 per cent
came up. They are all four-inch plants now, and I am quite
proud of myself, thanks to your perfect planting directions.

I also had success with my Gerberas. They are only
inch size but they are the only ones I ever had come up
from Gerbera seeds which I purchased from four different
seed houses. Again I followed directions.

Thanking you, I am,

Yours very truly,

ANNA L. CRIDER.

* * *

Vergennes, Vermont, Jan. 29, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: We are always satisfied with your beautiful
Petunias. Spring would not be the same without their gor-
geous blooms in our greenhouse. Please send by airmail
the enclosed order. Thank you.

Very truly yours,

FISHER FLOWER FARM.

* * *

Cheshire, Conn., November 13, 1935.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Please send me your Petunia catalog. I tried
some of your seed last spring in comparison with the
Ramona strain and the new All-double, and find that there
is little to recommend in them when grown beside your seed.

Yours,

MYERS & HERRMANN, Florists.

Jefferson, Ohio, July 26, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: The Petunias I bought from you came nearly
all ruffled and large. All were salable plants, and well
worth the cost.

Keep my name on your list for any new items I can
grow here.

Yours truly,

MRS. ALBERT BAILEY.

SOWING OF PETUNIA SEEDS

Prepare a seed bed by taking leaf mould soil which has been mixed with some clean, white sand (use positively no fertilizer in this soil when sowing). Sift this through a fine sieve into seed pans and flats within two inches from the top. Fill the remaining two inches at the top of the receptacle with boiling water and let the water seep through the soil and let the soil then stand for a day. This will have killed all weed seeds, worms and fungi contained in the soil. Smooth over the surface of the soil, but do not pack, as Petunia seeds will not grow in soil which has been packed. After the surface is smooth, sprinkle with fresh, cold water so that the soil will settle evenly. Sow the seeds over the top. If you are in a dry atmosphere, sprinkle a very little of this sterilized soil over the seeds. In damp climates no soil covering is needed, but a sprinkling of charcoal dust is good. Place a clean pane of glass over the flats or seed pans. If the sun strikes the glass, place over it a single sheet of newspaper. Always keep the seed bed moist, but not wet. Do not sow the seeds too closely, as they are to attain three or four leaves before transplanting. The glass should be removed as soon as the seeds have sprouted. The young plants should be transplanted as soon as possible into flats, spacing them one inch apart.

Petunia seeds should be sown out four months before they are marketable.

Petunia seeds sowed out in this sterilized soil will germinate 100% and the young plants will grow faster and be more vigorous. Also, you will not be bothered with weeds and fungi. These seeds are cleaned by a process where only the fertile kernels are selected. Ants will carry off the seeds if they have any access to same. Snails will eat the young seedlings—a great many in one night. For this reason seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seeds occurs in this way. We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and so cannot reach the seeds.

If you have successfully raised Petunias from seeds before, use your own method. The above is given to those who are unacquainted with the handling of Petunia seeds.

HANDLING OF YOUNG PETUNIA PLANTS WHEN GROWING IN 3-INCH POTS FOR THE MARKET

In order to have large flowers and brilliant colors in three-inch pots, a good soil is absolutely essential for the young plants.

Following Are Directions for Preparing the Best Soil: It is best to use an even mixture of leaf mould and old, rotten manure (four or five years old or from the hot bed). However, if no old manure is available, leaf mould will do. To a cubic yard of soil add a four-inch pot of fresh Portland cement, a five-inch pot of bone meal, a five-inch pot of dried blood and a regular water pail full of white sand. After mixing all of these ingredients, in a dry condition, run them through a fine screen. It is best to let this soil lie in the open in the shade of a tree or at the north end of a building to ferment for at least three months before using, but which is not absolutely necessary.

Do not add anything else, as this is the best mixture for proper results. Do not use powdered sheep manure, chicken manure or fish meal, for these ingredients act as poison to Petunias. When transplanting, the young plants should be planted so that just the root part reaches into the soil. If poor soil is used, plants will be spindly, flowers small and colors bleached out. This has been the cause of many complaints in regard to the Petunias not being large. You cannot raise good plants in poor soil in three-inch pots. Many mistakes are made in that the seedlings are set too deep. It is very essential to be careful in transplanting so that only the roots are under the ground, as when planted too deep they take much longer to start growth and many will damp off.

My Petunias should not be pinched back when young, as they are naturally stocky and of dwarf growth, which I have accomplished by years of careful selection in that direction.

I receive thousands of questions from my customers every season in regard to growing and cultivating Petunias best, and as my time is continually taken up in my work, I have tried to cover the most important of them in this article. However, there is an excellent book on the market in which nearly all the questions which are asked me are clearly explained. The name of this book is Fritz Bahr's Commercial Floriculture, which you can obtain by sending to me. (See the book page at the end of catalogue.)

Denton, Maryland, Feb. 21, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: I have been especially successful in raising plants from your seeds. Last year my Petunias were admired by everyone, and it seems that many people have never seen large ruffled and frilled Petunias.

I have also obtained a number of choice Dahlias from your seed, one a huge golden spider like cactus, is one of the most beautiful Dahlias I have ever seen.

Yours truly,

PARKER STONE.


Queens Village, New York, March 8, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: It is rather late to inform you but perhaps you will still be interested to learn that at the September 1934 flower show of the Garden Department of the Woman's Club of Queens Village, Mrs. Sharpe was awarded the tricolor for the outstanding exhibit of the show (250 entries), with a collection of your giant Petunias, Ruffled Monsters, raised from seed purchased from you that spring. We had seen your display at the Chicago Century of Progress in 1933.

Very truly yours,

HARRY SHARPE.



PETUNIAS
(No. 38 DOUBLE RUFFLED
MONSTERS MIXED)

*Richard
Diener*

OXNARD
CALIFORNIA



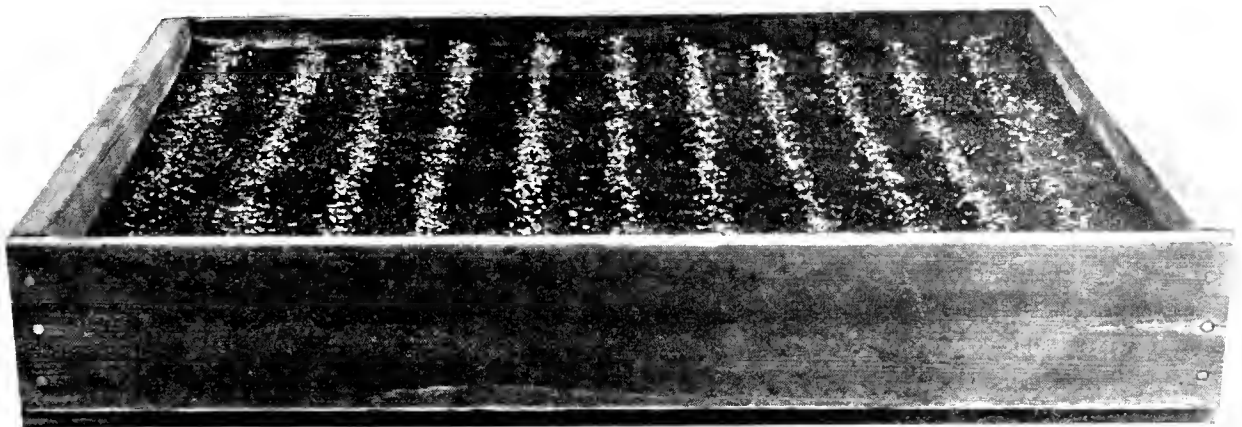
DIENER'S RUFFLED MONSTER PETUNIA (Single)
No. 7. Red and white variegated, large yellow center

OUR WAY OF SOWING PETUNIA SEEDS



PETUNIA SEEDLINGS EIGHT DAYS AFTER SOWING

As the proper way in sowing Petunia seeds is the most essential part of their success, I am showing some photographs of how we handle them to get 100% germination. The pictures were taken eight days after sowing and the glass panes standing back of the boxes have just been removed. By sowing the seeds in rows as you see here we save transplanting as they are enabled to become large enough here to plant them at once in 3-inch pots and we are also able to stir the soil up between the rows. Boxes are 4 inches high, 24 inches long, and 16 inches wide. We cover the seeds with charcoal dust only.



GERBERA JAMESONI

(Diener's Hybrids) (Transvaal Daisy)

For the past fifteen years I have been developing new varieties of the Gerbera which I feel will supersede anything now available on the market. I mean the large size flowers with long, strong, wiry stems, and immensely free flowering; also summer and winter flowering with beautiful colorings in delicate shades from white to the deepest maroon. The diameter of the flowers is from 4 to 6 inches, and frequently larger.

There have been some double Gerberas on the market which were non-seed bearing. Four years ago I succeeded in raising some doubles of the seed-bearing type and they are now available in all colors. The size of the bloom is also up to 6 inches in diameter.

Seeds of this double variety will be available about May or June, 1937. My double variety opens flat in contrast with the quilly-like center of those now available on the market. I have several thousand seedlings of my new doubles.

I have developed a wonderful new variety which is garnet or blood red, or nearly maroon in color. All who have seen it this year are anxious to have some of the seed. This variety, too, will be available next May or June.

The back cover of the present catalog is a reproduction in actual color of my Gerbera. The picture shows these flowers in about half their actual size. I predict that these new Gerberas will be in every garden in the near future. They are even successful in the far north where the temperature goes below zero. If they are covered just before the frosts start, with 12 to 15 inches of sawdust, pine needles, straw, or leaves, they will come through the winter in perfect shape. Many of our customers have reported that they were successful with this method last winter.

During the growing season Gerberas will stand plenty of water, more so than the old type. They should be in a location where there is good drainage so that the soil may not become water-logged. Where there is little or no rain, and irrigation is used, give them plenty of water. We have discovered that to bring the seeds up easily, when they are sowed in furrows, they should be covered with clean sand and no dirt. With this method of handling, the seeds come through easily. When dirt covering is used it is impossible to cover them evenly and many are smothered trying to get through. There is very little loss when a sand covering is used.

All colors mixed

Pkg. 25c 1/16 oz. (about 500 seeds) 75c 1/8 oz. \$1.25
1/4 oz. \$2.00 1/2 oz. \$3.50 1 oz. \$7.00

In separate colors of Pink in all variations,
Red, Yellow and White.

Prices as above.

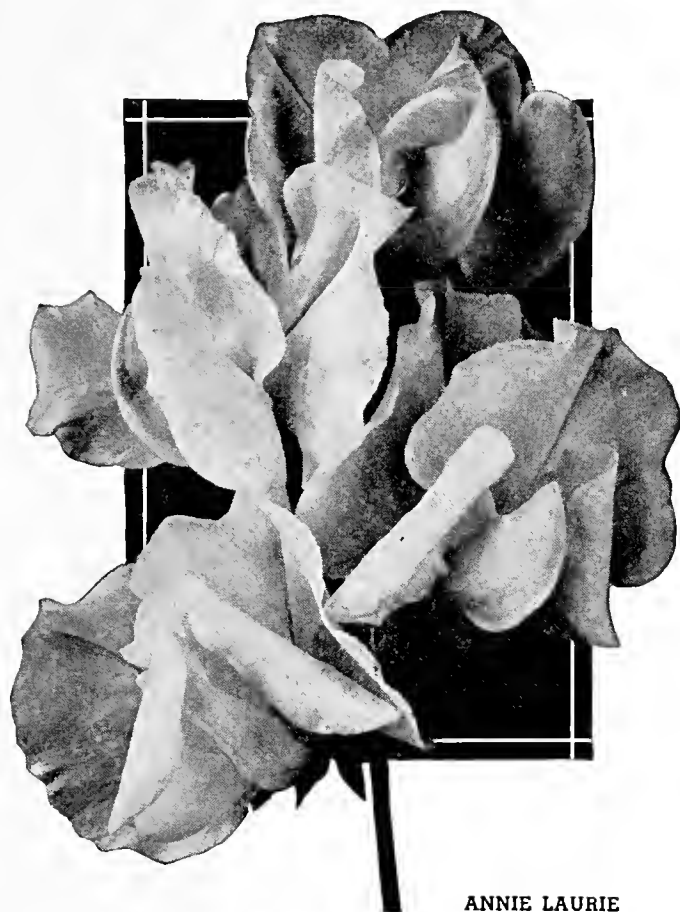
Directions for Sowing Gerbera Jamesoni: In those parts of the country where only light frosts are liable to occur, it is all right to sow Gerbera directly in the open, in rows one foot apart. Smooth the soil, then press the surface over with a flat board, then draw the rows with a pencil so that the furrow is not deeper than one-fourth inch. Drop the seeds into the furrows, about three seeds to an inch, and then cover with fine white sand, just enough to hold the seeds down. In using a sand covering every seed will come up easily and surely, while in the old way of covering with the same soil many seeds were smothered trying to get through. Water and cover with a frame made of cheese-cloth shading. A light shade is necessary to bring the seeds up quickly. Keep the soil just moist. They should be kept in the place where sown without transplanting for at least four months, then they should be planted in the open fifteen inches apart and in rows two feet apart. It is very essential in transplanting the plants that only the roots are in the ground, the heart must be even with the top of the ground. If they are planted too deep it is hard for them to do well.

We will have the double variety for sale about May, 193750c pkg.
The new single garnet variety, ready in May or June25c pkg.

When you raise the young plants under glass and you intend to plant them out in the open, you should put them in a cold frame for about two weeks and shade them with muslin or double thickness of cheese-cloth. In this way the plants will be well hardened off and will not be burned by the sun when put out in the open. As Gerberas make very long roots if they are raised under glass they are best raised in solid benches and not in pots. It is our experience that they do not do well in pots, meaning for flower raising. But if planted out like Carnations or Roses they will do fine. They should have plenty of light.

In regard to fertilizer, fresh manure is poison to Gerberas; the best thing we have found is Vigoro; this is a well-balanced fertilizer and it should be worked in between the plants, at the rate of two pounds to one hundred square feet outdoors. The effect of the Vigoro will be noticed in the deep green foliage and the rich colors of the flowers in about two or three weeks. Gerberas are perennials and the plants can be divided after two or three years. All seeds that we send out are perfectly fresh, as we harvest the seeds the year around, summer and winter. So you will always get fresh seed. Gerbera seeds that are over six months old are practically worthless, as they will not germinate.

SEE COLOR REPRODUCTION OF THESE FLOWERS ON BACK COVER OF CATALOG



ANNIE LAURIE

SWEET PEAS

(Early or Winter-Flowering)

- | | Per Pkg. |
|--|------------------------|
| No. 1. PENROSE .—Clear rose to rose pink. An unusually fine variety..... | \$.25 |
| No. 2. CHEVALIER .—Rich rose; beautiful color and magnificent size..... | .25 |
| No. 3. ANNIE LAURIE .—Pure rose pink, large flowers | .25 |
| No. 4. BURPEE'S SALMON .—Beautiful rich salmon, large blooms. Vines bloom profusely. (35 seeds)..... | .25 3 packets..... .65 |
| No. 5. MRS. KERR .—Beautiful salmon shade. A perfect flower and a great favorite..... | .25 |
| No. 6. BURPEE'S ORANGE .—Bright orange, large flowers and extremely popular..... | .25 |
| No. 7. FLAMINGO .—Bright rich salmon-pink. Wings of orange-pink blending into salmon-pink effect. Flamingo is good any season | .25 |
| No. 8. WHITE ROSE .—Pure white, long stems. Very full appearing almost double..... | .25 |
| No. 9. SNOWSTORM IMPROVED .—Unusually large white flowers. Long, strong stems.... | .25 |
| No. 10. BURPEE'S WHITE .—Large pure white blooms of heavy substance on long, wiry stems. Have a rich fragrance. (35 seeds).... | .25 3 packets .65 |
| No. 11. GLORIOUS .—Warm rosy purple flowers on long, stiff stems..... | \$.25 |
| No. 12. BURPEE'S LAVENDER .—Lovely light Wisteria-lavender. An appealing rich yet soft tone, large flowers..... | .25 |
| No. 13. MAUVE BEAUTY .—Rosy mauve, much admired, large flowers..... | .25 |
| No. 14. BLUE JACKET .—Rich, dark navy blue. Large, elegantly waved blooms..... | .25 |
| No. 15. FELICE GUNTHER .—Clear, true Cambridge-blue. Long stems and vigorous growth. (35 seeds)..... | .25 3 packets..... .65 |
| No. 16. MARY LOUISE BOK .—One of the finest clear blues. Large flowers and of vigorous growth | .25 |
| No. 17. MAROON PRINCE .—Deep reddish maroon. Large flowering, long stemmed, free blooming | .25 |
| No. 18. ILLUMINATION .—Bright salmon cerise with delicate orange suffusion. Always attract attention. Brighter under artificial light | .25 |
| No. 19. FIRE KING .—Brilliant fire-red. An unusually rich color and large flowers..... | .25 |
| No. 20. GLITTERS .—Bright orange scarlet. Startlingly beautiful and always compels attention. Fine, long stemmed sprays..... | .25 |
| No. 21. ORIENTAL .—Pleasing true cream color on long, strong stems..... | .25 |
| No. 22. CANARY BIRD .—Cream or primrose. Large flowers of fine form and elegantly placed | .25 |
| No. 23. PEACHBLOW .—Clear rose pink on cream. Large, well formed flowers, frilled. Very popular, good florist variety..... | .25 |
| No. 24. PEERLESS PINK .—Glowing pink on cream ground. Fine combination of colors and large flowers. An ideal florist variety | .25 |
| No. 25. BELLE .—Delightful shade of rose pink on cream background. Large flowers on long stems. Very attractive..... | .25 |
| No. 26. GIANT ROSE .—Very large rose pink variety with waved blooms on long stems | .25 |
| No. 27. BURPEE'S GIANT PINK .—Beautiful pink blending with soft rose. Vigorous grower and exceptionally free flowering..... | .25 |
| No. 28. MRS. CALVIN COOLIDGE .—Glorious bright salmon pink. Very large blooms and gracefully waved | .25 |
| No. 29. CHEERFUL .—Rich salmon-cerise shade. Graceful and showy blooms on long stems | .25 |
| No. 30. GLEAM .—Lovely new shade, clear geranium pink with suffusion of cherry pink. Large, well frilled flowers..... | .25 |
| No. 31. GEORGE W. KERR .—These beautiful bright orange blooms are sure to appeal to everyone. Plants of vigorous growth with long flower stems. A prize winner wherever exhibited | .25 |

SWEET PEAS

Per Pkg.

No. 32. **RED BIRD**.—Bright crimson red blooms with velvety sheen of brilliant tyrian rose....\$.25

No. 33. **GRENADIER**.—An outstanding sweet pea on account of its rich color, brilliant Poppy-scarlet. Spikes are elegant and long stemmed. Always in demand..... .25

FINEST MIXTURE.—This includes the many named varieties of early flowering sweet peas. The different colors are properly blended to produce a most harmonious and pleasing effect..... .25

MIXTURE. Per ounce 75c Per pound \$10.00

Directions for Sowing: In order to get best results with sweet peas they should be soaked in water from eight to ten hours and then plant them immediately. When the plants are up place a wire netting directly behind them, about four or five feet tall, and train them over this. The seeds should be planted very shallow.

Note: Each package of Burpee's Salmon, Burpee's White, and Felice Gunther contains about 35 seeds (being special varieties) while the other varieties contain about 95 seeds.

THALICTRUM DIPTEROCARPUM

A hardy perennial from China. Grows four to five feet tall, making very graceful plumes of rosy purple and conspicuous yellow anthers. Unexcelled as a cut flower as well as for bedding.

Trade pkg. 25c 6 pkgs. \$1.00 1/2 oz. \$1.75
1 oz. \$3.50

SCABIOSA

(Grandiflora Fl. Pleno) (Annual Double Sweet Scabiosa)

This is a mixture of the largest and finest double Scabiosa with strong, straight stems, three to four feet long. It is an unexcelled summer cut flower, which is sown right where you want it, best in rows.

All Colors Mixed.....Package 10c 6 packages 50c

ZEPHIRANTHUS HYBRID SEED

Zephiranthus are bulbous plants, resembling Freesias, but belong to the Amaryllis family, and flower during the late Summer. They are white, pink, yellow and all intermediate shades. These seeds come from crosses that I have made, and almost every seedling is different. Sow out like Amaryllis.

Package 25c 6 Packages \$1.00

IVY LEAF NASTURTIUM

This Nasturtium is of dwarf compact growth. It has deep green heavily veined leaves, and a deep flaming blood-red flower. A novelty that has been admired by many of our visitors, and should be in every garden.

Package 25c 6 Packages \$1.00

NEW MIXED COLORS IN DOUBLE NASTURTIIUMS

Giant, double, fragrant, new colors in many soft shades to deep brilliant red. These have long stems and are excellent for cutting as well as for garden decoration. Don't fail to have them in your garden for the summer to come.

All New Colors, Mixed Package 25c 6 pkgs. \$1.00

NEW DOUBLE SWEET-SCENTED NASTURTIIUM

"Golden Gleam"

An outstanding novelty. The color is golden yellow. The flowers have stems six inches in length which makes it a fine cut flower. Continuously full of flowers. Excellent for bedding and pot plants and for forcing. Very sweet scented.

Package 15c 6 packages 75c

TRITOMA

(Diener's Hybrids) (Red Hot Pokers)

Tritomas are some of the most showy plants we have and attract much attention. My hybrids are the largest in height and length of flower clusters. Stems range from four to six feet tall. The colors are yellow, coral, orange and scarlet. In very cold climates these plants should be taken out of the ground and stored like Dahlias in the cellar through the winter. The seeds take from four to six weeks to come up and should be kept very moist.

Trade pkg. 25c 6 Trade pkgs. \$1.00

TRITOMA RUFA HYBRIDS

Tritoma Rufa is a small ever-flowering variety which I crossed with the others and obtained a strain which flowers almost continually. They are very free-flowering, making stems two to three feet long. Very valuable for cut flowers and bedding.

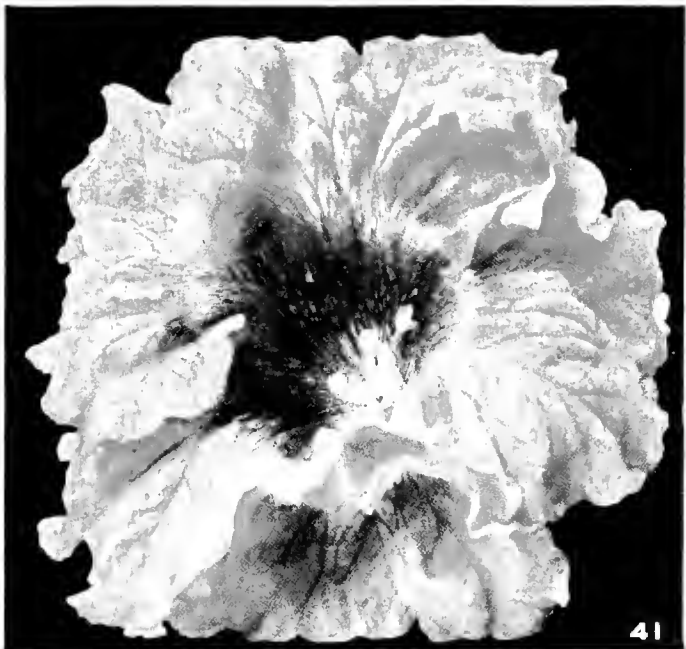
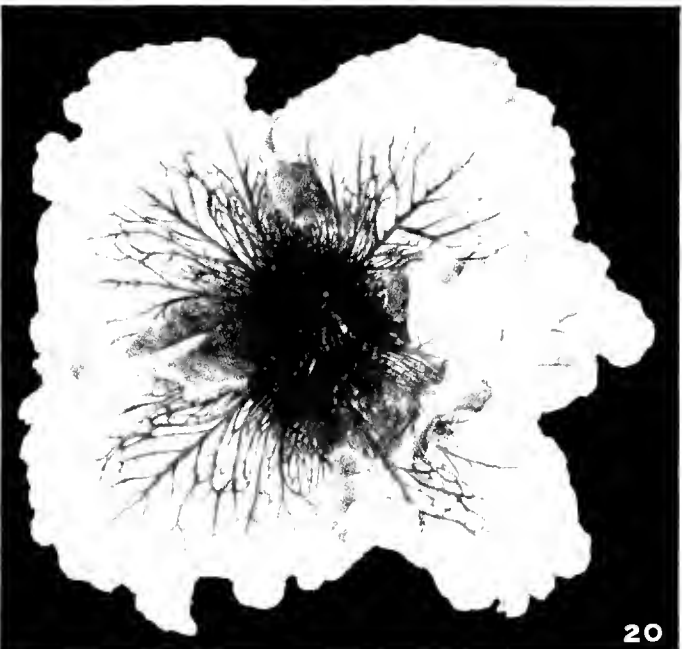
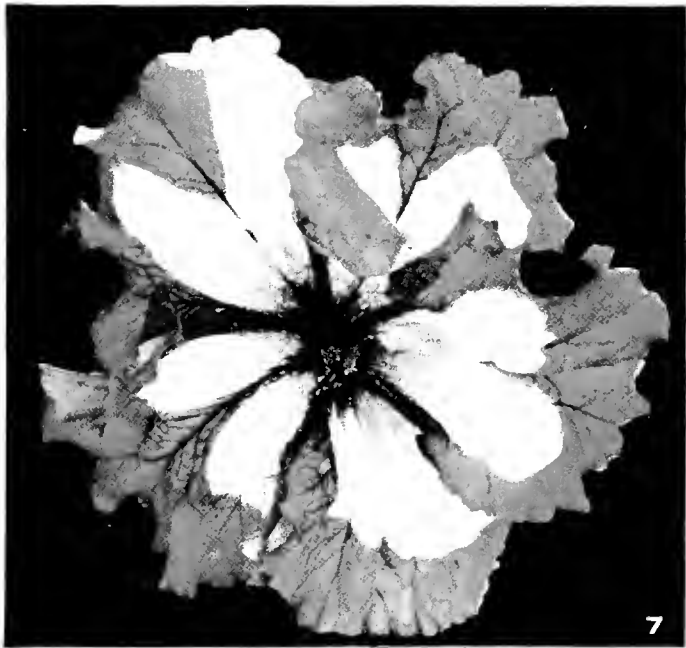
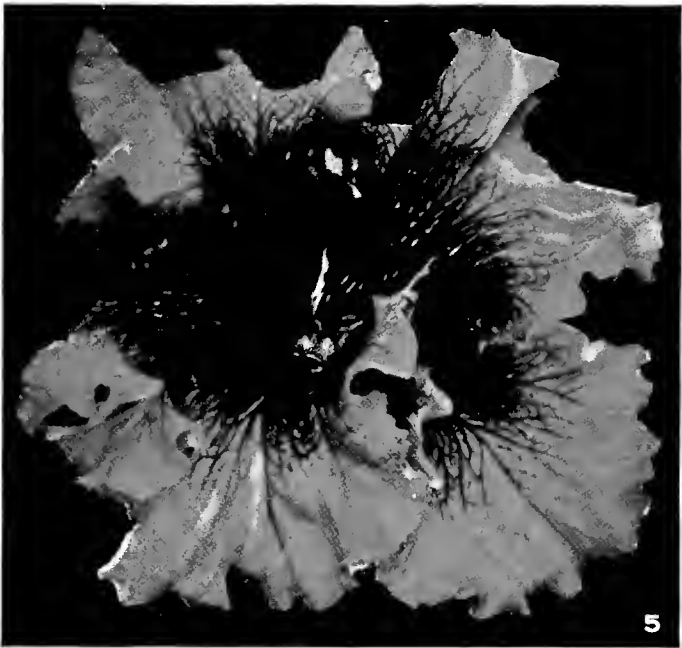
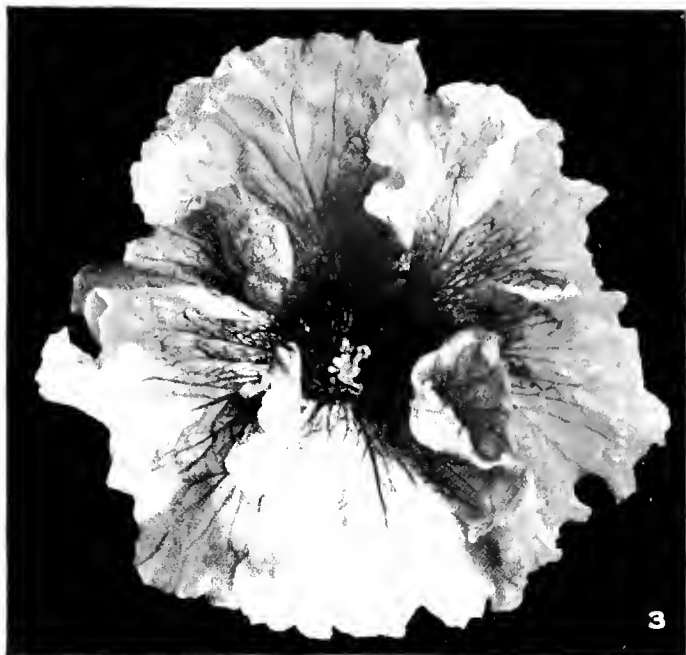
Directions: Sow Tritoma seeds out in boxes or pans filled with sandy leaf mould. Cover 1/6 of an inch with the same soil and keep moist and shaded. They will not come up for six weeks.

Package 25c 6 Packages \$1.00

TRITOMA (Dwarf Varieties)

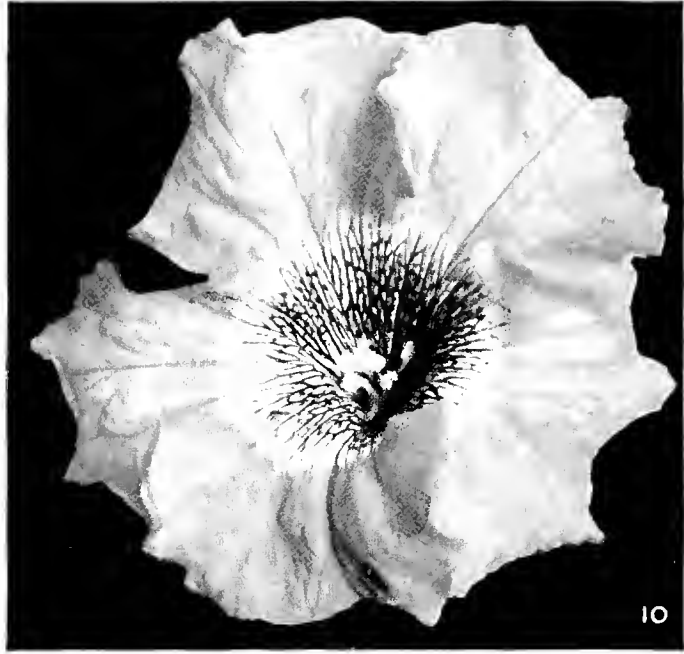
White, Pink and Yellow mixed. (No separate colors.) A wonderful mixture of very free flowering new Tritomas with 12- to 18-inch stems. Excellent for cut flowers and bedding. Quite hardy, but should be covered with leaves or straw in locations where the temperature goes below zero.

Package 25c 6 Packages \$1.00

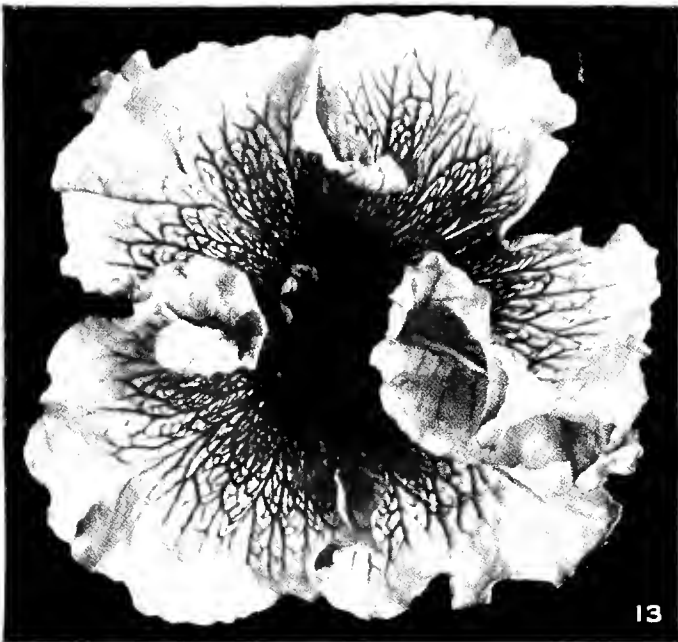




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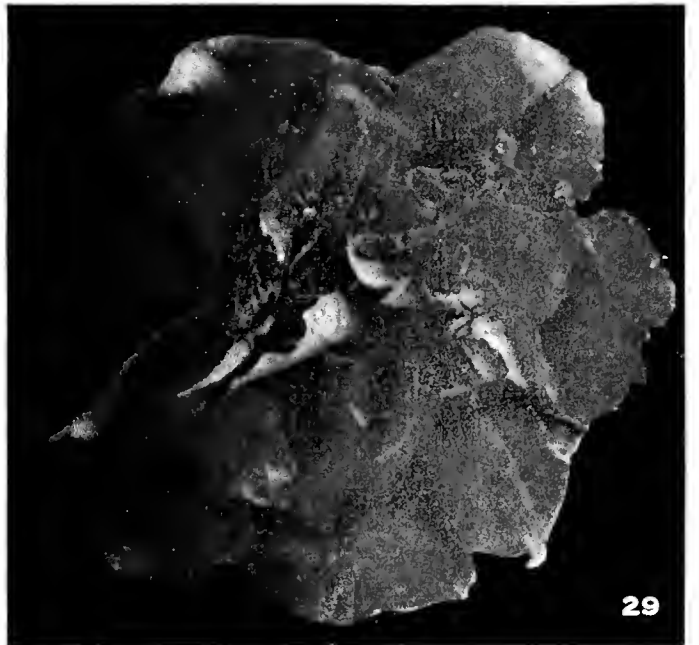
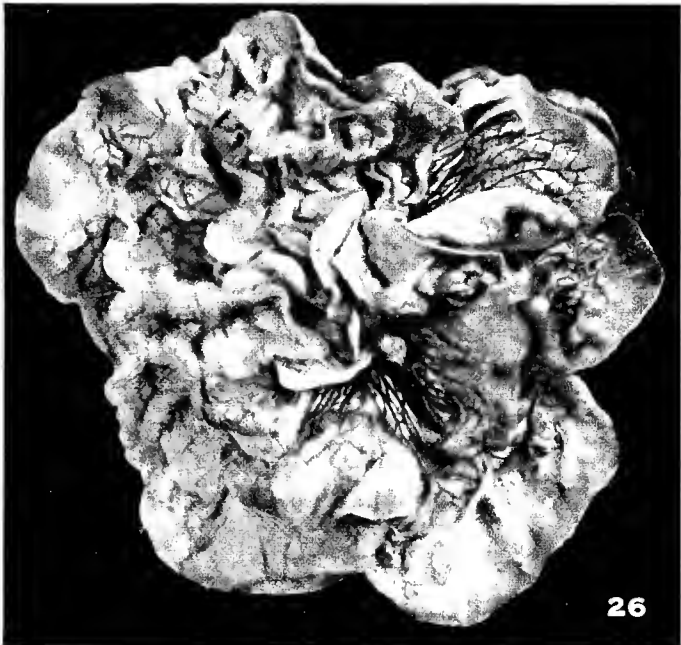
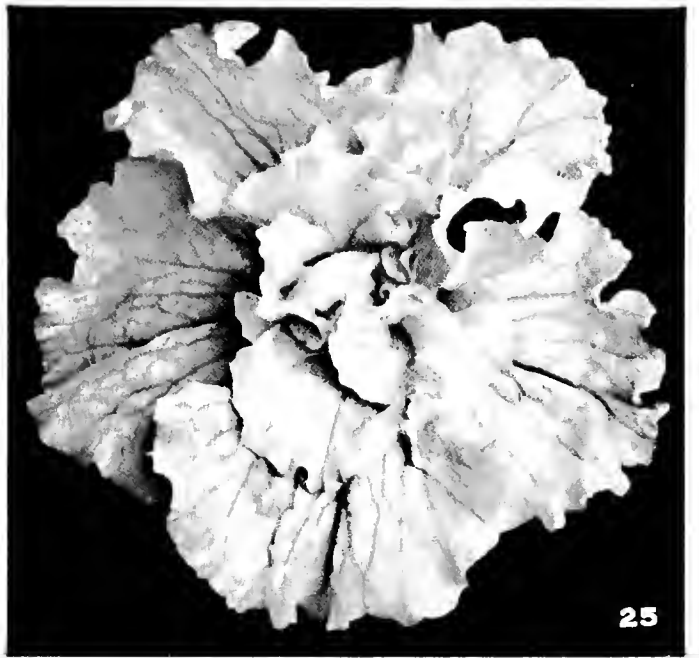
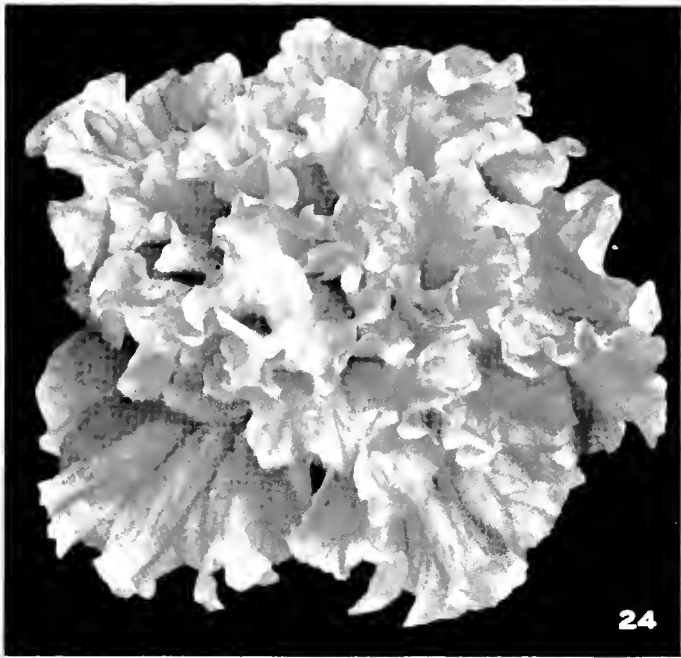
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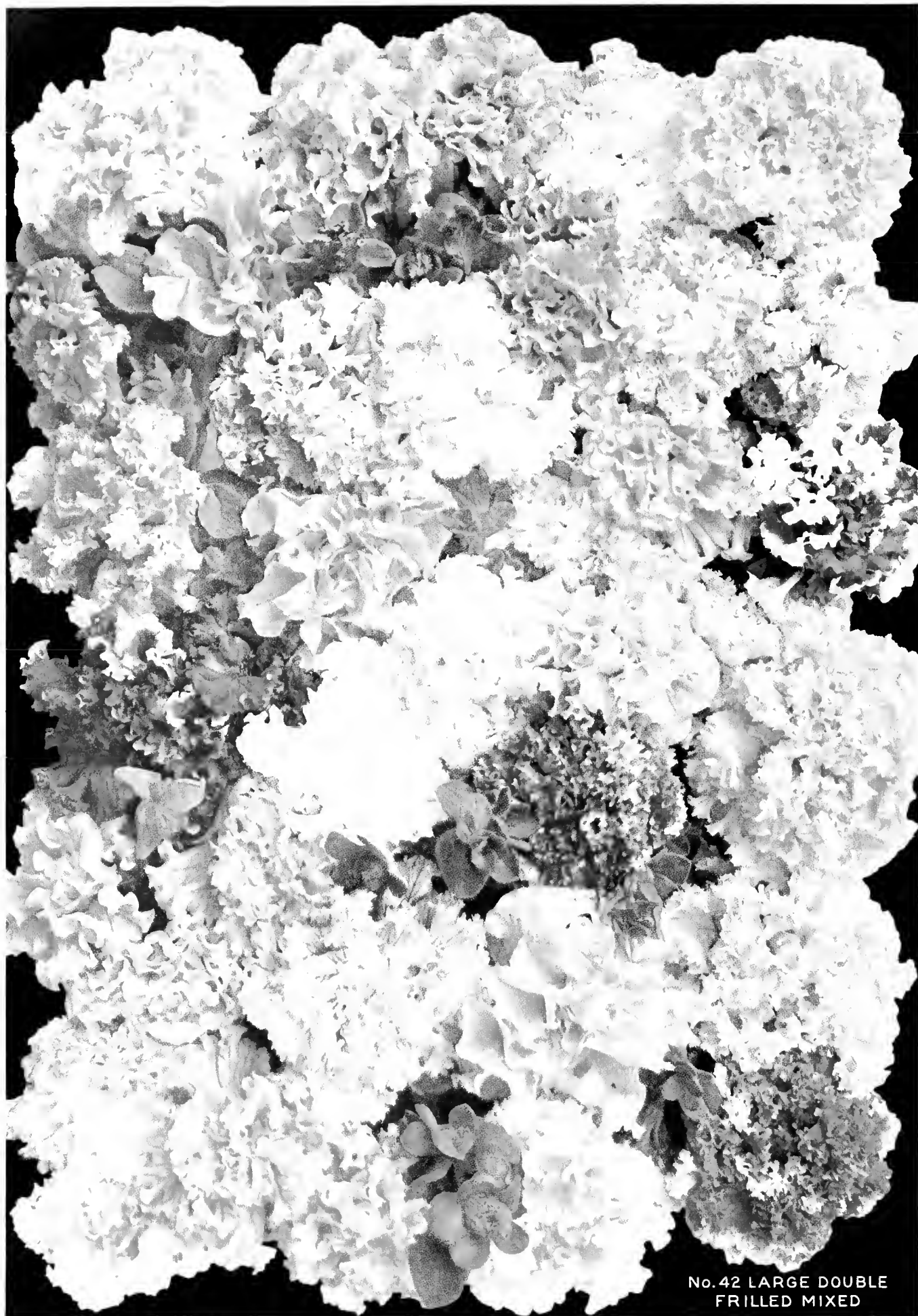


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No. 42 LARGE DOUBLE
FRILLED MIXED

DIENER'S DELPHINIUM HYBRID PERENNIALS

"Dreams of Beauty"

The largest and most perfect strain of Perennial Delphiniums so far produced. They have grown to perfection in Alaska and the tropical climate of Central America as well as the United States and Canada.

The color combinations are exceptionally beautiful and the name, "Dreams of Beauty", is ideal for them, as you will agree when you see them in flower. These Hybrids bring immense flowers on slender, wire-like stems with laterals. This is the best disease-resisting strain today, as it is little affected by black rot and mildew. The flowers have a wide range of colors, from pale sky blue and all shades of blue to deep indigo blue in single, semi-double and double. All colors are iridescent and alive. No pale, washed-out shades are found in this strain. Many have pink fillings. For commercial growers they are sure money makers.

Sample pkg. 50c Trade pkg. \$1.00 1/2 oz. \$2.50
1 oz. \$5.00 1 pound \$60.00

Directions for Sowing: Make a soil of leaf mould with a little sand and sift through a screen. Place this soil three inches deep in a box or bed and smooth the surface of the soil with a flat board. Then sprinkle the seeds over the surface and press them into the soil with the board. Do not cover with any soil or at least very lightly, not more than the thickness of the seeds, as they will not come up if too heavily covered. Moisten the soil with a fine sprinkler and cover the seed bed with burlap. Sprinkle the burlap two or three times each day to keep moist. Remove the burlap about eight to ten days after the seeds are up and keep the soil moist at all times. Under no condition should you use a fertilizer of any kind in this seed bed. Keep snails or slugs away by making a ring around the seed bed, with air-slacked lime. Keep the young seedlings shaded with cheesecloth.

Hackensack, N. J., June 14, 1936.

Richard Diener Nursery, Oxnard, California.

Gentlemen: Enclosed find \$3.00 in cash; kindly send me for this amount, Delphinium seed.

I have been dealing in Diener's "Dreams of Beauty" Delphinium for three years, with the best success, and have a continuous sale of young plants.

Respectfully yours,

HENRY STOECKEL,
Florist.

* * *

Kirkwood, Mo., July 30, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: I had some gorgeous Delphiniums from your seed, but we have experienced a terrible drouth and I fear I must loose them. I'm hoping that we will get some rain. I plan to sow more seed, as I never had such lovely ones as yours.

Very cordially,

MRS. WM. BRUSH.

* * *

Alpha, Illinois, April 29, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: We have grown your Delphinium for many years and find them more resistant to disease than other varieties and very satisfactory in every way.

Yours very truly,

ALPHA GREENHOUSE.



FLOWER SPIKES, FOUR FEET HIGH
Cut from Six Months' Old Seedlings

Danielson, Conn., May 28, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Enclosed find check for \$2.00. Please send one trade packet of your new seed, "Dreams of Beauty" Delphinium.

We forced your Delphinium from seed planted last August and were very well satisfied with results. Please send immediately.

Very truly yours,

WILLIAM I. LOGEE.

MASTODON PANSIES

JUMBO MIXED (New).—These Pansies will bring gigantic flowers without any special effort, measuring up to 4¼ inches in diameter. They have a wide range of colors in all shades of the rainbow.

Pkg. 25c 1/32 oz. 85c 1/16 oz. \$1.25 1/8 oz. \$2.25
1/4 oz. \$4.25 1/2 oz. \$8.25 1 oz. \$16.00

SEA BLUE (New).—The most beautiful shade of blue we have ever seen. Very large.

Pkg. 25c 1/16 oz. 75c 1/8 oz. \$1.25 1/4 oz. \$2.50
1/2 oz. \$4.75 1 oz. \$9.00

MIRACLE MIXED.—Finest types of our strains, latest novelties.

Pkg. 25c 1/16 oz. 65c 1/8 oz. \$1.00 1/4 oz. \$2.00
1/2 oz. \$3.75 1 oz. \$7.00

MASTERPIECE MIXED.—Long stems. Best for Cut Flowers.

Pkg. 25c 1/16 oz. 85c 1/8 oz. \$1.50 1/4 oz. \$2.75
1/2 oz. \$5.25 1 oz. \$10.00

GREENHOUSE SPECIAL MIXED. — Fine market strain.

Pkg. 25c 1/16 oz. 50c 1/8 oz. \$1.00 1/4 oz. \$1.50
1/2 oz. \$2.75 1 oz. \$5.00

GOLDEN GATE—A monster golden yellow.

MILE. IRENE—A henna red type, new to Pansies.

VULCANO—Burgundy red, long stems.

ISABELLE—A ruffled bronze and yellow.

Price of each of the four above varieties:

Pkg. 25c 1/16 oz. 65c 1/8 oz. \$1.00 1/4 oz. \$2.00
1/2 oz. \$3.75 1 oz. \$7.00

PANAMA PACIFIC—A large yellow.

PARISIAN YELLOW—A pure yellow.

BRONZE—Very large. Many shades.

WHITE—(Dark Center). Very large.

BLACK—Nearly all jet black.

GRAND DUKE MICHEL—The largest all-white Pansy.

MADAME STEELE—Elks' purple; immense blooms; a perfect self.

MADAME PERRETT—Bordered white; colors—pink, wine and red.

PRINCE HENRY—A splendid dark blue.

IMPROVED BEACONSFIELD—A fine bluish purple with a distinct lavender tinge.

ADONIS—Light blue and lavender shades.

Price of each of the eleven varieties named is:

Pkg. 25c 1/16 oz. 50c 1/8 oz. \$1.00 1/4 oz. \$1.75
1/2 oz. \$2.75 1 oz. \$5.00

Other prices: Your choice of any of the above 21 varieties at:

5 packages, assorted colors.....\$1.00
All 21 varieties (1 pkg. each)..... 4.00

"400" MIXED.—A super Swiss strain. Grand in size, form, color and substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new.

Pkg. 25c 1/16 oz. 85c 1/8 oz. \$1.25 1/4 oz. \$2.50
1/2 oz. \$4.75 1 oz. \$9.00

PANSY SEED

The above list of Pansies is made up of some of the world's finest varieties and you may be sure of getting full satisfaction at a very reasonable price. If you have raised only the common kinds, try a few of the ones I offer here and you will be surprised at their size and wonderful colors.

How to Sow Pansy Seeds—Sow the seeds in a cold frame in light soil without any fertilizer. Cover the seeds very lightly with the same soil and keep moist. Shade the seed bed with cheesecloth or a muslin screen, and as soon as all the plants are up remove the screen. Or you may sow them in a large pot or seed pan. During the fall is the best time to sow Pansy seeds.

GERANIUM SEEDS

We have a great many new hybrids which will be put on the market later. The flowers are twice and more in size than the varieties now. The clusters are much larger as well. The colors are mostly flame red. There won't be two alike and every one is new.

Package 50c 6 packages \$2.00
1 oz. (about 3600 seeds) \$25.00

FREESIA SEEDS

These are from my own hybrids. They run mostly in lavender, blue, purple, yellow and white. There are some among them with reddish and pink tints. Flowers mostly double the size of the regular kinds and even larger. They have long stems and I believe there is nothing better in existence. I am increasing the stock from some of my finest and largest seedlings of the last few years and the seeds are taken from these. If sowed out early, many will flower five to six months after sowing.

Pkg. 25c 1/2 oz. 50c 1 oz. \$1.00 1 lb. \$15.00

Directions for Sowing: Sow the seeds right out in the open in subtropical and tropical localities. Put them in rows, twelve inches apart and about three seeds to the inch in the row. Cover the seeds with a good, rich soil one-quarter inch deep. In cold climates, sow them out in boxes or seed pans, placing the seeds about one inch apart and one-fourth inch deep. Leave them there until the leaves have dried up, say about five to six months, and by that time they will have formed nice bulbs, which will bring large flower spikes the following winter.

Fresno, Ohio, January 4, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Please find my order enclosed for Petunia seeds. This is the third year that I ordered Petunia seeds from you and people who come to my greenhouse cannot get through talking about such wonderful Petunias.

Yours truly,
ARCHIE HAMILTON.

STATICE SINUATA

(Everlasting)

This is one of the best cut flowers for florists as well as the private gardens. Is easily and quickly raised and flowers continually. The more you cut of the flowers, the more it will flower.

By years of selection and crossing I have produced some beautiful clean colors in all shades of the rainbow and having large flowers on stems measuring from two to three feet.

Statice is to be cut when the flower is just at its best. Put up in bunches containing from one to two dozen stems to each bunch and hang them up in a dark room where they will keep for months. These are used during the winter months when flowers are scarce.

Statice is a perennial in localities where only light frost occurs but will not stand heavy freezing.

Directions for Sowing: Sow the seeds in cold frames or boxes. Smooth the surface of the soil and sprinkle the seeds over it just as they are. Do not separate the seeds. Then press them into the soil with a smooth board. Cover them very lightly and keep them moist. If the atmosphere is very dry it is best to cover seeds up with burlap and moisten the burlap three or four times each day. The seeds will be up in eight to ten days. Leave them in the full light as soon as the plants appear. Transplant two feet apart as soon as the seedlings have four or five leaves.

White	Pkg. 25c	1/4 lb. \$1.00	1 lb. \$4.00
Deep Blue	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Blue	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Yellow	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Pink	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00
Mixed	Pkg. 25c	1/4 lb. 1.00	1 lb. 4.00

(Larger amounts on request.)

Pastel Shades Mixed: This is a mixture of all the most modern shades of Statice of Chamois, reddish pink, flesh pink and all the intermediate colors for cut flowers and flower work. Nothing finer imaginable. All colors are clean and distinct. Years of crossing and selection have produced this wonderful strain. Try a package.

Package 25c 1/4 lb. \$1.00 1 lb. \$4.00

Lynnhaven, Virginia, Sept. 29, 1936.

Mr. Richard Diener, Oxnard, Calif.

I wish to thank you for your kindly cooperation and show my appreciation of the wonderful flowers you have enabled me to grow.

We, like many other florists, grew on the reputation of our Petunias raised from your seed. We started 7 years ago with a 6x8 lean-to glass house and have grown to a thriving business. Our biggest drawing card is Petunias and we have been able to build two large greenhouses on our premises and soon will be independent. Thanks to Petunias.

Yours very respectfully,

Mrs. D. K. King,
KING FLORAL COMPANY.

TRACHELIUM COERULEUM

A plant on the order of the hydrangea, for pot plants and outdoors. Has large clusters of heliotrope blue flowers, which are long lasting. This is something new and very good. Many people are looking for just such a thing. The seeds are as fine as fern seeds and should not be covered. Grows very easily.

Package 25c 6 packages \$1.00

GAILLARDIA GRANDIFLORA

(Blanket Flower) "Oxnard Gem"

Golden orange seam, maroon red center, 3 1/2-inch flowers on long stems. An unusually fine Gaillardia for cut flowers and bedding.

Package 15c 4 packages 50c

LILIUM REGALE (Regal Lily)

An easy growing, very hardy lily from China with large, white trumpet flowers. Has a golden center inside and is very fragrant. This should be in every garden. Flowers in the Spring.

Package 25c 6 packages \$1.00

LILIUM (Philippinense Formosanum)

A new lily from the Philippine Islands which flowers six months after sowing. Large, trumpet shape. white flowers with a great many blooms to a stem. This grows five feet tall. Is hardy and easy growing everywhere and one of the most showy lilies in existence. It is best to sow out these seeds first in flats and give them only a light covering. When seedlings have a few leaves about two inches long transplant into the open, one foot apart. Flowers in the Fall.

Package 50c 6 packages \$2.00

LILIUM (Philippinense Formosanum)

White Flowering

Package 50c 6 packages \$2.00

Sacramento, Calif., Oct. 29, 1935.

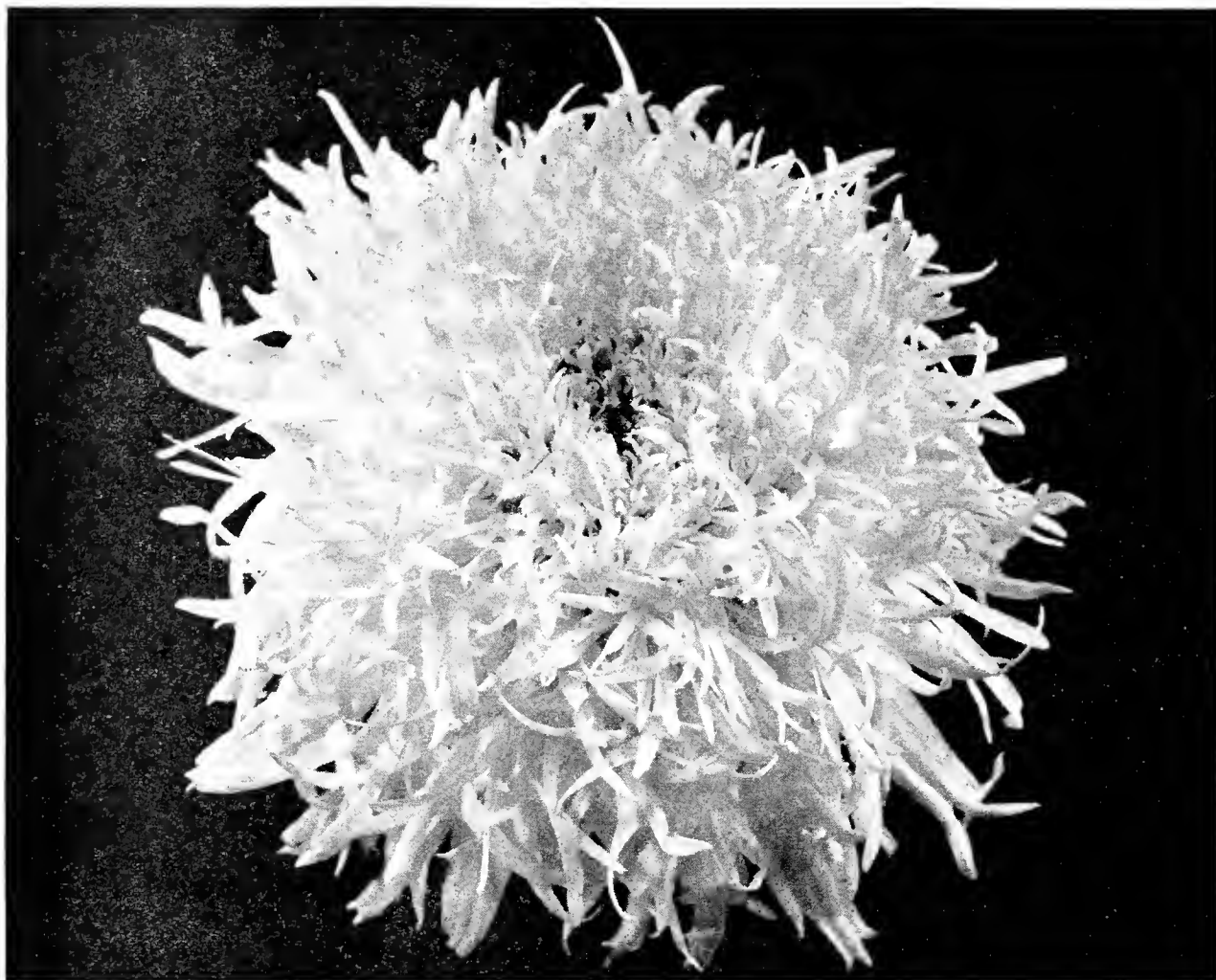
Mr. Richard Diener, Oxnard, California.

My Dear Friend: My time, money and patience were wasted trying to raise Petunias from seed until I got your seed and cultural directions. The last three years my Petunias have germinated and developed over 90 per cent of the seed sown.

My Petunia beds are admired by all who see them and I have given away hundreds of surplus plants to friends. I sincerely appreciate your catalogue each year and all of the seeds have been perfectly satisfactory. I do not grow plants for commercial gain, but because I love them.

Very best personal regards,

CARL L. SARVER.



DIENER'S NEW ALL-DOUBLE SHASTA DAISY SEEDS

SHASTA DAISIES

Following are my latest Shasta Daisy creations which will be a sensation for the next few years. Their culture is the simplest possible and as white flowers are now so popular, no one can go wrong in growing them. The Double, Semi-double and Large Broad Petaled Singles always draw attention. Raise all you can, there will be no two alike; save the most unusual types for propagating by dividing and work up a stock of the finest in the lot.

Directions for Sowing: Sow the Shasta Daisy seeds in a cold frame in light soil containing some sand. Cover the seeds very lightly with the same soil, just enough to cover them, and keep moist. Shade the seed bed with either cheesecloth or muslin until they are up. When large enough to handle, plant them in the open in well fertilized ground twelve to fifteen inches apart. In localities where it is very cold it is advisable to cover them with straw or leaves during the cold weather. In the second year the flowers reach perfection.

DIENER'S NEW GIANT WHITE DOUBLE SHASTA DAISY

Package 25c 6 packages \$1.00 1/8 oz. \$6.00

(Larger amounts on request)

DIENER'S ALL-DOUBLE SHASTA DAISY NEW, MIXED

As you see them in the accompanying picture, of many varieties, mixed.

Package 50c 6 packages \$2.00

DIENER'S NEW GIANT SEMI-DOUBLE LONG-STEMMED SHASTA DAISY

Package 25c 6 packages \$1.00

DIENER'S NEW GIANT SINGLE BROAD PETELED SHASTA DAISY

Very large on long stems.

Package 25c 6 packages \$1.00

DIENER'S NEW SHASTA DAISIES

Single, Semi-double and Double, mixed.

Package 25c 6 packages \$1.00

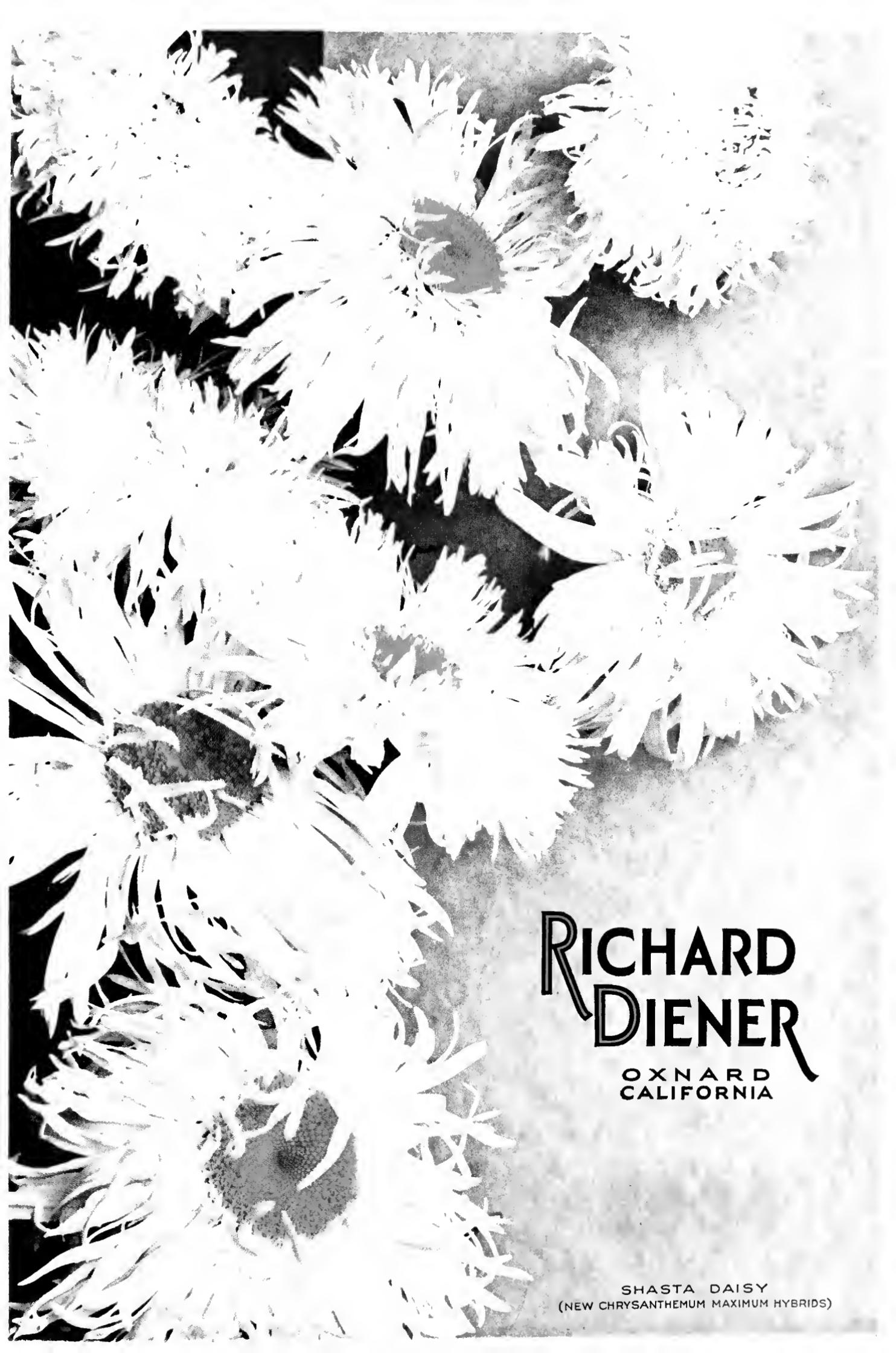
Birmingham, Alabama, Nov. 2, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: I have had the very best results from the Gerbera seeds I bought of you last year, am selling blooming plants at 60 cents each and your giant Shastas are the talk of the Garden Clubs. Am selling plants \$3.00 per dozen. The Gerberas mentioned are the rage this Fall, blooms sell \$1.00 per dozen. They have the finest range of colors I ever saw.

With best wishes for your future success, I am,

Yours truly,
C. B. CLANCY.



**RICHARD
DIENER**
OXNARD
CALIFORNIA

SHASTA DAISY
(NEW CHRYSANTHEMUM MAXIMUM HYBRIDS)



DIENER'S NEW GIANT ALL-DOUBLE SHASTA DAISIES



ASTER—IMPROVED NEW GIANT CALIFORNIA SUNSHINE

ASTERS

We are offering the following varieties of Fusarium wilt-resistant strains of Asters which we believe will be practically immune to this disease and we feel sure that by using this seed many disappointments due to crop failures will be eliminated.

EARLY BEAUTY

Crimson	Package \$.15
Lavender	"	.15
White	"	.15

BEAUTY CARMINE ROSE

Carmine rose.....	"	.15
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UPRIGHT BRANCHING ASTER

Flesh Pink (Pink Enchantress).....	"	.15
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GIANT BRANCHING COMET ASTER

Royal purple	"	.15
White	"	.15

IMPROVED CREGO ASTER

White	"	.15
Deep rose	"	.15
Pink (shell pink).....	"	.15
Violet	"	.15

OSTRICH FEATHER

Deep rose	"	.15
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For all the above wilt-resisting varieties, quantity prices are as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

(Larger amounts on request.)

IMPROVED NEW GIANT CALIFORNIA SUNSHINE

A novel and distinct type of Aster. The outer petals are twisted and quilled and surround a central cluster of florets, which are of a contrasting pale color. Wonderful cut flower and makes a striking decoration for large vases.

Mixed ColorsPackage \$.10

Quantity prices for the above are, as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

IMPROVED GIANTS OF CALIFORNIA

Blooming season from early July until killed by frost.

White, new, fine.....	Package \$.15
Peach Blossom	"	.15
Light Blue	"	.15
Deep Rose	"	.15
Dark Purple	"	.15
Finest Mixed	"	.15

One package of each of above at..... .60

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

Half Way Tree, St. Andrews, Jamaica, B. W. I.,
January 24, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Thank you for your very prompt handling of my order. I would like to state that your Aster seeds have germinated very satisfactorily. Also, these are the only Aster seeds which we have been able to obtain during the past few months which have germinated in anything like a satisfactory manner.

Yours very truly,
P. VIVIAN JOSEPH.

A NEW ASTER OF EXCEPTIONAL MERIT

(Giant Mammoth Paeony Flowered Type)

This Aster is a fine florist strain. The flowers are of immense size, very double, borne on long, stout stems, quite free from laterals. They are good shippers, for they keep longer after cutting than any other Aster.

Swansdown, pure white.....Package \$.15

Azure Fairy, clear azure blue..... " .15

Maiden's Blush, delicate flesh..... " .15

Peach Blossom " | .15 |

Mixed " | .15 |

1 package each of four above colors..... .50

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

IMPROVED CREGO ASTER

Plants robust, about two feet high, branching habit. Flowers large, double and well formed, of the Comet type.

Cattleya, orchid, new, fascinating....Package \$.10

White " | .10 |

Pink, shell pink..... " | .10 |

Crimson " | .10 |

Azure Blue " | .10 |

Deep Rose " | .10 |

Purple, or dark blue..... " | .10 |

Rose Pink, lavender pink..... " | .10 |

Finest Mixed " | .10 |

Quantity prices for the above as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

OSTRICH FEATHER ASTER

The finest of the giant Comet or Ostrich Feather type. Long petals, twisted and forming a full, fluffy flower. Plants robust in growth, 2 1/2 feet high.

White, turning to sky blue, dwarf.....Package \$.10

Cinnabar, for border work..... " | .10 |

Crimson " | .10 |

Dark Blue, or purple..... " | .10 |

White " | .10 |

Deep Rose " | .10 |

Light Blue " | .10 |

Rose Pink, lavender pink..... " | .10 |

Shell Pink " | .10 |

Sky Blue " | .10 |

Finest Mixed " | .10 |

Quantity prices for the above as follows:

1/8 oz. 35c 1/4 oz. 65c 1 oz. \$1.75

IMPROVED QUEEN OF THE MARKET

These well-known, early flowering Asters are of a branching habit, about 20 inches high, coming into bloom directly after the early Express and are one of the most useful types for early market purposes, having long stems for cut flowers.

CrimsonPackage \$.15
Light Blue, or dark lavender..... " .15

MISCELLANEOUS VARIETIES

PEERLESS YELLOW

Best yellowPackage \$.10

HEART OF FRANCE, plants about 2 feet high, branching habit, flowers medium size, rich dark redPackage \$.15



ASTER SUPER GIANT LOS ANGELES

One of the most popular Asters on the market. Flowers fully double, 6 to 8 inches across, delicately interlaced. Long, stiff stems. Soft shell pink blending to creamy pink at center.

Package \$.20

ASTER WILT RESISTANT—GOLDEN SHEAF

Deepest yellow Aster yet developed. Attractive double flowers are of the popular Aurora type, full-cushioned, crest-like center supported by several rows of short ray petals. Package \$.25

Marblehead, Mass., August 16, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: In my experimental garden I try seeds from many different growers. This year I tried your Dahlia-flowered Zinnia seeds with four other growers' seeds. Your seeds so far outclassed the other seeds that there was no comparison. I can highly recommend your Dahlia-flowered Zinnias as the finest to be had today.

Very sincerely,
 ROY F. CLOUGH.

EARLY BEAUTY TYPE ASTERS

Azure Fairy, azure blue or dark lavenderPackage \$.15
Crimson " .15
Peach Blossom " .15
Purple " .15
Rose, pleasing deep rose..... " .15
September Beauty, flesh pink..... " .15
White " .15
 One package of each of above..... .60

Quantity prices for the above as follows:

1/8 oz. 50c 1/4 oz. \$1.00 1 oz. \$3.50

NEW CYNOGLOSSUM AMABILIS, IMPROVED

"Chinese Forget-me-not"

This new Cynoglossum resembles Myosotis Alpestris so closely that an expert cannot tell them apart, and it can be brought into flower any time during the year. It will commence to flower seven to eight weeks after sowing and brings a great amount of cut material and should be very valuable for raising on benches in greenhouses during the winter. Color and growth are perfect in every detail.

Sample package 25c Trade package 50c

LEPTOSYNE MARITIMA

(Sea Dahlia)

A Dahlia species growing wild along the ocean of Southern California, with yellow flowers like Marguerites. Flowers are single and three to four inches in diameter with eighteen-inch long stems. These seedlings flower when two months old, bringing an abundance of blooms. They should make fine cut flowers when under glass.

Package 15c 4 packages 50c

Harvey, North Dakota, August 28, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Mr. Diener: In regard to the Asters, I cannot say enough praise for them. Sunshine, Ostrich Feather, Improved Giants, Crego, Paeony type, and Heart of France were all in size and quality as you said in your catalog, and what has made me a booster of your seeds is that not a single plant showed a sign of blight, something very unusual in this state.

Yours truly,
 RANEY A. WALBAUM.

* * *

Kearney, Nebraska, December 5, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: During the time that I have been getting my seeds of flowers from you there has not been one item that has not come up and made a wonderful showing. The Shasta Daisy seeds produced wonderful plants and produced flowers on them that could not be equalled anywhere around here the past summer. As to the Asters, I never saw such flowers with stems that stood up through heavy rains late this fall. Even the frosts did not harm them like other Asters that I have grown.

The Petunias were wonderful. I have never put such flowers before the public and don't ever expect to only with Diener Petunia seeds.

Yours truly,
 KINKAID GREENHOUSES.

LARKSPUR

Giant Imperial (Improved Upright or Mammoth Column)

The Giant Imperial strain of Larkspur has been so far improved over the old stock-flowered strain that comparison is scarcely possible. The upright habit and close placed basal branched laterals are a great saver of space for greenhouse and garden rows.

Miss California, deep pink on salmon	Package \$.10
Carmine King, deep carmine rose.....	" .10
Exquisite Pink Improved	" .10
Exquisite Rose	" .10
Peach Blossom	" .10
Blue Spire	" .10
Lilac Spire	" .10
White Spire	" .10
Daintiness, delicate lavender.....	" .10
Gloria	" .10
Mixed	" .10

1/2 oz. 50c 1 oz. \$1.00

RUST-PROOF SNAPDRAGONS

1935 Novelty
("All Colors Mixed")

Snapdragons have been badly affected by rust which has killed the plants and made them unsightly. For the past several years several growers have worked on them for rust-resisting qualities and the ones we offer here are fairly rust-proof, that is 75 per cent.

Package 25c 6 Packages \$1.00

COLUMBINE

Long spurred, finest colors, mixed.

Package 25c

AQUILEGIA LONGISSIMA

Unfortunately, we had a crop failure with the Aquilegia Longissima and consequently no seeds are available.

Springfield, Ohio, December 19, 1936.

Mr. Richard Diener, Oxnard, California.

Sirs: We used your Petunia seeds last season and had more success with them than we have had with any other Petunias we have sown. They germinated 100 per cent, and the Double Ruffled Monsters and Double Frilled came in more than 95 per cent double (an experience we have never had before). Please send the enclosed order.

Yours very truly,

THE HIGHLAND FLORAL CO.

New York City, New York, August 11, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Kindly send me your latest catalog. Your Petunias now blooming in The Bronx Botanical Garden are about the best I have ever seen.

Hoping to hear from you, I am,

Yours truly,

KATRINE CHRISTIE,
The Old Nursery of the Park Department.

Easton, Pa., December 18, 1935.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Please find order enclosed for Petunia seed. Last year I was persuaded to try some different Petunia seed much to my sorrow, as by no means did the plants come up to those grown from your seed in previous years, but we all live and learn, and as I have a nice trade in the spring, I did some explaining but I believe I have selected a good assortment to start with.

Yours very truly,

G. BETTERIDGE, Florist.



GIANT IMPERIAL STRAIN OF LARKSPUR

Springfield, Ohio, Feb. 17, 1936.

Mr. Richard Diener, Oxnard, California.

Sir: Enclosed you will find check covering the above order.

Our previous order of this year was delivered to us at a time when the temperature was below zero. In spite of that the seed germinated nearly 100 per cent. This record has proven the strength and resistance of your seed this year.

Yours very truly,

THE HIGHLAND FLORAL CO.

* * *

Adair, Illinois, November 7, 1935.

Mr. Richard Diener, Oxnard, California.

Dear Sir: My Petunias this summer were marvelous. I never saw such beauties. I am ordering more of different kinds and a few other seeds. I am sure I will have success with them because they are Diener's.

Sincerely, MRS. PEARL HOLLAR.

* * *

Baguio, Philippine Islands, June 15, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: We send you herewith a post office money order in your favor in the sum of five dollars (\$5.00), for which please mail us the seeds shown on attached list.

The Petunias we bought from you last year have given wonderful results and were much admired by everyone who saw them.

Very truly yours, H. L. FISHER,
Baguio Country Club.

* * *

Nashville, Tennessee, June 1, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: The Petunia seeds I ordered from you earlier in the season were sowed according to your directions and I think every seed came up. They are nice large plants now, and growing wonderfully. Thank you for the tomato collection you inclosed. I also have nice plants from those seed.

Very truly, MRS. FRANK L. ROSS.

ZINNIAS

Within the last few years these giant Zinnias have been improved to perfection. No matter how small the garden, it is not complete without these wonderful flowers. In window boxes and large tubs they will give great satisfaction and in good soil will grow perfectly. In fact, they bring splendid results in common soil. They are best suited to a hot place in the full sun. You will be surprised at the gorgeous colors and large size and how little effort it takes to raise them.

Directions for Sowing: Sow them out in a sandy leaf mould soil in pots or boxes. It is best to sow the seeds directly where you want them, about three seeds to the spot, two feet apart. Cover the seeds about one-eighth inch, not more, otherwise they will not come through.

DOUBLE GIANT DAHLIA FLOWERED ZINNIA

LUMINOSA

This is an entirely new shade in Zinnias. A charming shade of bright deep pink, with a light suffusion of salmon.....Package \$.15

OLD GOLD

Glowing, burnished deep and lighter shades of old goldPackage \$.15

EXQUISITE

By far the most pleasing of our collection. Truly Dahlia flowered as regards form and size. Color, light rose with center a deep rose. Package \$.15

ORIOLE

We consider this the most beautiful of its class. It is an immense orange and gold bicolor, changing slightly as it ages, but at all times worthy of the beautiful bird for which it is named. Package \$.15

ILLUMINATION

Similar to Exquisite, but a striking self-color of deep rosePackage \$.15

CRIMSON MONARCH

By far the largest and best of the red shades. Flowers often eight inches in diameter. Plants very vigorous. A marvelous production of extraordinary meritPackage \$.15

GOLDEN DAWN

A beautiful golden yellow of immense size and good form. Very attractive.....Package \$.15

CANARY BIRD

A delicate shade of primrose, very large and holds its color well until out of bloom.

Package \$.15

DREAM

A fine, deep lavender, turning to purple, a new desirable shade in Zinnias.....Package \$.15

PURPLE PRINCE

A fine, deep purple, large and well formed. Package \$.15

POLAR BEAR

A very large pure white, the best white yet seen in Zinnias. True Dahlia form. Package \$.15

SPECIAL GOLD MEDAL MIXTURE

A well-blended mixture containing all the above noveltiesPackage \$.15

Quantity prices are as follows:

1/8 oz. 30c 1/4 oz. 50c 1/2 oz. 85c 1 oz. \$1.60

IMPROVED LILLIPUT, POMPONS OR BABY ZINNIAS

Small, double flowers for pots, borders or cut flowers.

Canary YellowPackage \$.10

Crimson Gem " .10

Golden Gem " .10

Rosebud, new, rose pink..... " .10

Salmon Rose " .10

Scarlet Gem, Red Riding Hood..... " .10

Flesh " .10

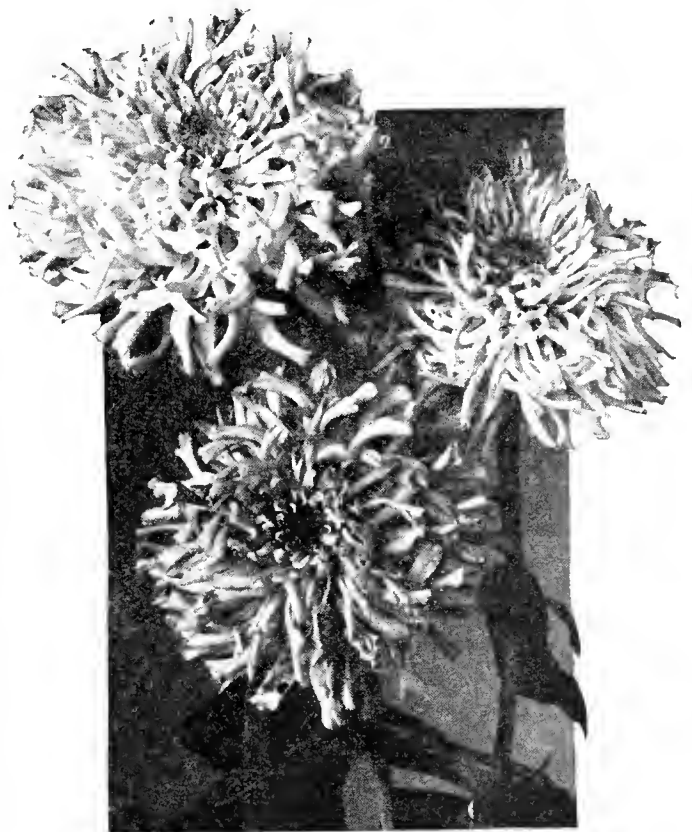
Purple " .10

White Gem " .10

Finest Mixed " .10

Quantity prices for the above as follows:

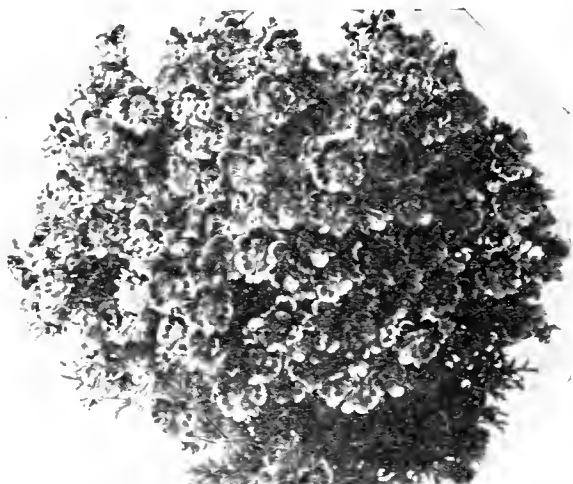
1/4 oz. 45c 1/2 oz. 75c 1 oz. \$1.25



NOVELTIES

ZINNIA FANTASY, Finest Mixed

Most distinctive and best selling new Zinnia on the market. As different from the ordinary stiff, formal Zinnias as one could imagine. The delicate, lacy-petaled flowers lend an air of friendly informality to the garden or flower arrangement. Ideal for decorative use. Wide color range, including red, yellow and orange as well as pastel shades. Package \$.25



SCHIZANTHUS EXCELSIOR COMPACTUS
(Finest Mixed)

Plants are very compact in habit, dwarf growing, about 6 inches high, very free flowering. Colors include pinks, rose, cream, white and some of the darker colors.....Package \$.20

SCHIZANTHUS GRANDIFLORA BUTTERFLY MIXTURE

Either seed sown where the plants are to flower or young plants set out from the seed bed make a fine growth and produce a mass of daintily marked flowers. A strikingly bright mixture with full range of shades and color combinations.....Package \$.20



VENIDIUM FASTUOSUM HYBRIDS (Mixed)

South African plant, free flowering, two to three feet tall, and blooms over a long period. Color range is varied and very interesting—apricot shades, creamy white, pure white, salmon shades, canary yellow, golden yellow and orange.....Package \$.20



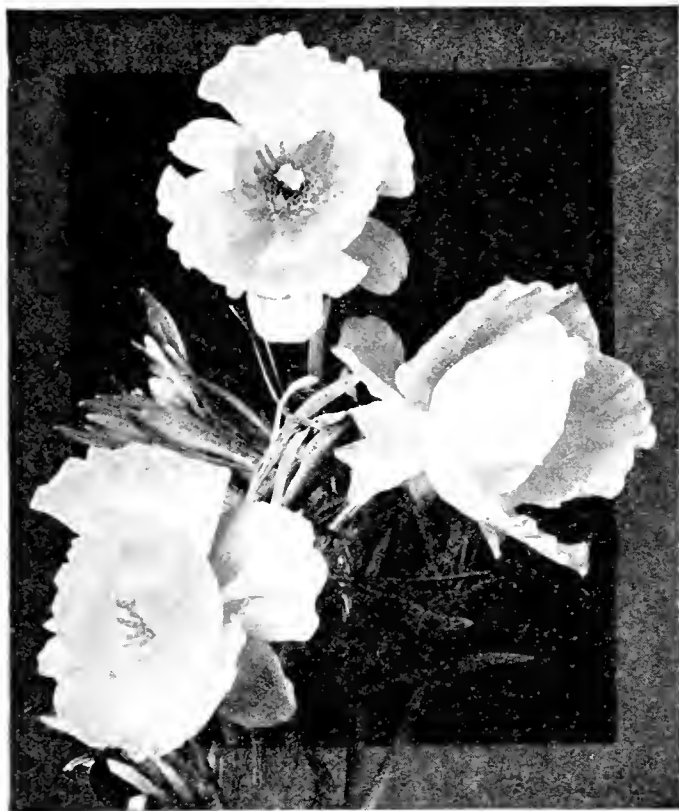
MARIGOLD FRENCH TALL DOUBLE ROYAL SCOT

Fine for garden or cutting use. One of the most striking color combinations one could wish for. Large, well-formed double flowers. A combination of mahogany and gold in symmetrical stripes. Package \$.10



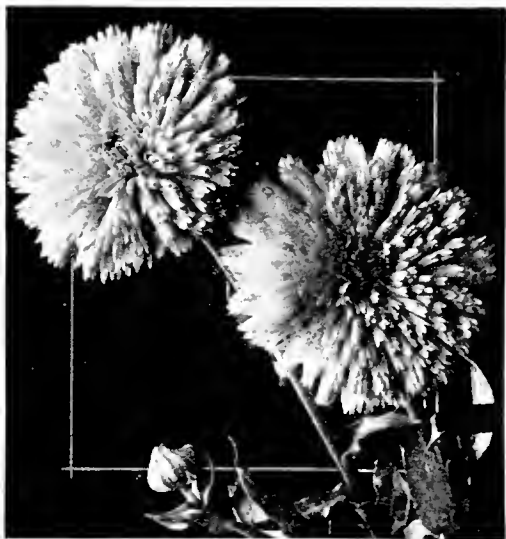
ESCHSCHOLTZIA DOUBLE GOLDEN GLORY

A bi-color combination of golden yellow deepened at the center with orange. Large, fully double flowers and very free-flowering plants. Add zest to your garden with Golden Glory.....Package \$.15



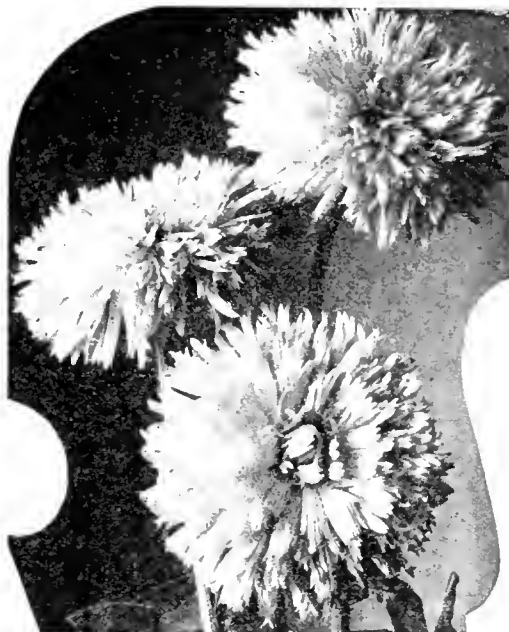
HUNNEMANNIA SEMI-DOUBLE—SUNLITE

Known also as the Mexican Tulip Poppy. Erect-growing, tender perennial, about 2 feet high. Foliage fine-cut, blossoms beautifully cup-shaped, bright yellow and about 3 to 4 inches across. Stems long and smooth. Unlike the average Poppy, Hunnemannia will keep for several days in water and makes a splendid cut flower.....Package \$.20



CALENDULA FRILLED BEAUTY

One of the very finest new varieties of Calendula. Completely double, large, full flowers. Good stiff petals which are semi-rounded in appearance. Stems are long and fine for cutting. Deep orange color. You will be entirely satisfied with Frilled BeautyPackage \$.25



CALENDULA ORANGE SHAGGY

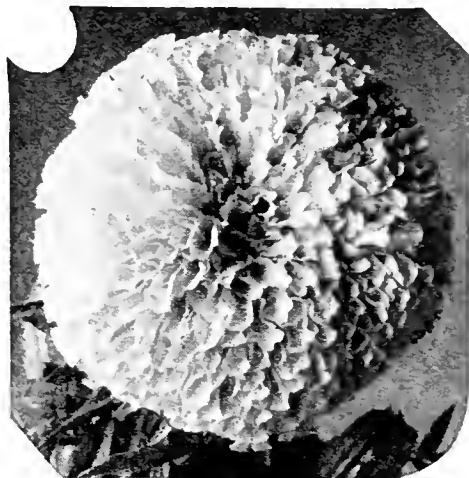
Petals long and deeply fringed or laciniated. Row after row of these long fringed petals overlap each other in an irregular fashion. Color is deep orange shading to slightly lighter orange in the center of the bloom, giving the flower a delightful two-tone effect. Long stems and forms plants about 18 inches highPackage \$.20



DIANTHUS LACINIATUS SPLENDENS

Neat and compact in habit, bearing generous quantities of large, sweet-scented single flowers of brilliant crimson with a boldly contrasted glistening white eye. Splendens has but few equals as an edging plant or for use in the very popular miniature bouquets now enjoying such a vogue.

Package \$.15



CINERARIA CALIFORNIA SUPER GIANTS (Mixed)
(Hybrida Grandiflora Nana)

The very last word in Cineraria development. Flowers are extremely large, measuring as much as 6 inches across, borne profusely in immense rounded trusses above the very attractive, clean, bold, dark green foliage. From exquisite pastel salmons, azure blue and snowy white to the deepest blood-red and violet blues.....Trade package \$1.00

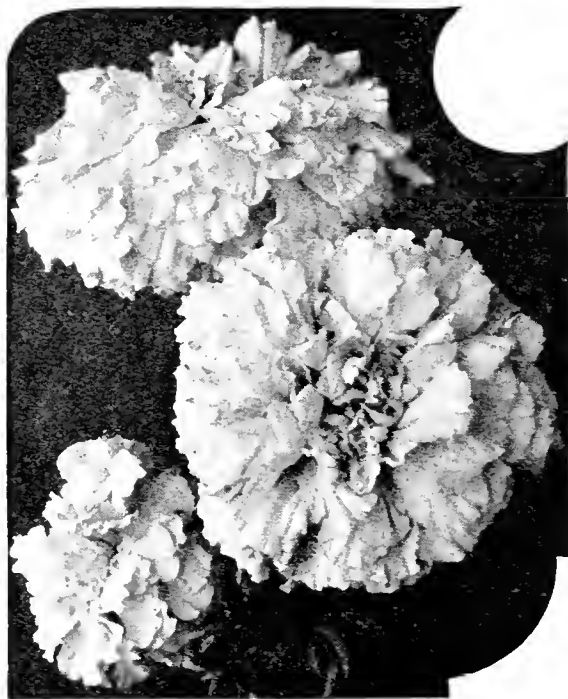
MARIGOLD MEXICAN DWARF ORANGE

Distinctly new and different in flower form. Plants are semi-dwarf in habit, growing 15 to 18 inches high, freely branched and bear quantities of very large, unique semi-tubular petaled flowers of bright orangePackage \$.25



ACROCLINIUM NEW LARGE FLOWERED DOUBLE HYBRIDS (Mixed)

Hardy annual everlasting flowers, including salmon, apricot, pink, rose and cerise, white and creamy tones with golden centers. Should be cut the first day they open.....Package \$.10



MARIGOLD—YELLOW SUPREME

The Marigold sensation of the year. Large, fluffy blooms of soft lemon yellow. Mild honey fragrance. Vigorous plants and sure to prove a favorite for garden or cut flowers.....Package \$.25

Providence, R. I., September 22, 1934.

Mr. Richard Diener, Oxnard, Calif.

My dear Mr. Diener: Will you please send me at the earliest moment a copy of your catalog, for I am anxious to obtain a supply of Petunia seeds for next year's garden.

You will be interested to know that the Petunias raised from your seed this year far excelled anything I have ever grown. The blooms were very large and the colors beautiful; they excited the admiration of my neighbors and passersby, who came into the yard many times to see them.

Appreciating the splendid work you are doing in the field of horticulture,

Sincerely yours,
ALBERT L. MIDGLEY.

Detroit, Michigan, Dec. 11, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: My sister, Mrs. C. Ruedebeck, used your Petunia seeds last year and I never saw such gorgeous blooms. I would like to try some this year.

Yours respectfully,

PAUL S. COX.



COREOPSIS GRANDIFLORA DOUBLE—SUNBURST

Much of the beauty of early summer gardens is due to the brilliant golden yellow of Coreopsis plantings. There is nothing that can take its place at that time of the year, when yellows are so scarce. Large, deep golden yellow flowers and excellent for cutting as well as for garden decoration. Flowers are fine keepers.....Package \$.15

THE AZTEC BEAN

It is one of the largest beans known. It grows in bush form, just like the Lima Bean, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry beans can be cooked just like Lima Beans. It is very prolific, and we recommend anyone who raises beans to give it a trial. Late frost in spring will not kill the young vines.

Package 25c 5 packages \$1.00

Perth, Western Australia, November 14, 1935.

Mr. Richard Diener, Oxnard, California.

Dear Sir: You will be pleased to hear that for the second year in succession I have won first prize in both the Open and Amateur section for an exhibit of single Petunias at our Royal Agricultural and Horticultural Show; these were grown from your seed.

I grow largely for exhibition and am advertising your seed extensively among my horticultural friends, so please give me the best possible deal.

Yours faithfully,
F. H. YOUNG.

Dallas, Texas, November 11, 1935.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Please send the enclosed order. Check enclosed for \$6.50. I had excellent success with your seed last year. They were satisfactory in every way.

Yours very truly,
HUDSPETH GREENHOUSE.

CUCUMBER SEED "SENSATION"

This cucumber has proved to be the most valuable variety for forcing under glass and in hotbeds, as well as for outdoors. In a greenhouse with a temperature of 70 degrees the fruit reaches the length of 12 inches in one week and is a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size, pick immediately.

Package 25c 1 oz. \$7.00

Directions for Planting Cucumbers in Greenhouse.—The best way to raise cucumbers in the greenhouse is to make a ground bed of horse manure three feet high, packed as hard as possible, which has been moistened well when packed. Put over this one foot of good, old rotten manure or hot bed soil with a little sand mixed together with the manure. Then plant one row of young cucumber plants, preferably from 3-inch pots, about four feet apart, two plants to the spot, the two being about six inches apart. (The two plants are planted together so that if something happens to one there is always another plant to fill in the space.) The vines should be run over wide meshed wire netting which should stand 45 degrees. The vines should not be tied so when the manure settles there should be plenty of play. Otherwise the plants would pull out of the soil.

If fresh horse manure is not available, leaf mould with plenty of cow manure mixed will do. It must be at least three feet high in the bed and the temperature never under 70 degrees at night.

CUCUMBER "GERMAN DELICATESS"

One of the best cucumbers for outdoor growing. Has a very small core for seeds and is of fine flavor. Very quick growing and immensely free bearing. Very hardy against disease.

Package 25c 1 oz. \$1.00

Cleveland, Ohio, Jan. 22, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: Your Petunia seeds were 100 per cent and germinated to that degree. Surely the best one could buy.

We followed your directions exactly as to soil and we had the most beautiful blossoms, admired by everyone.

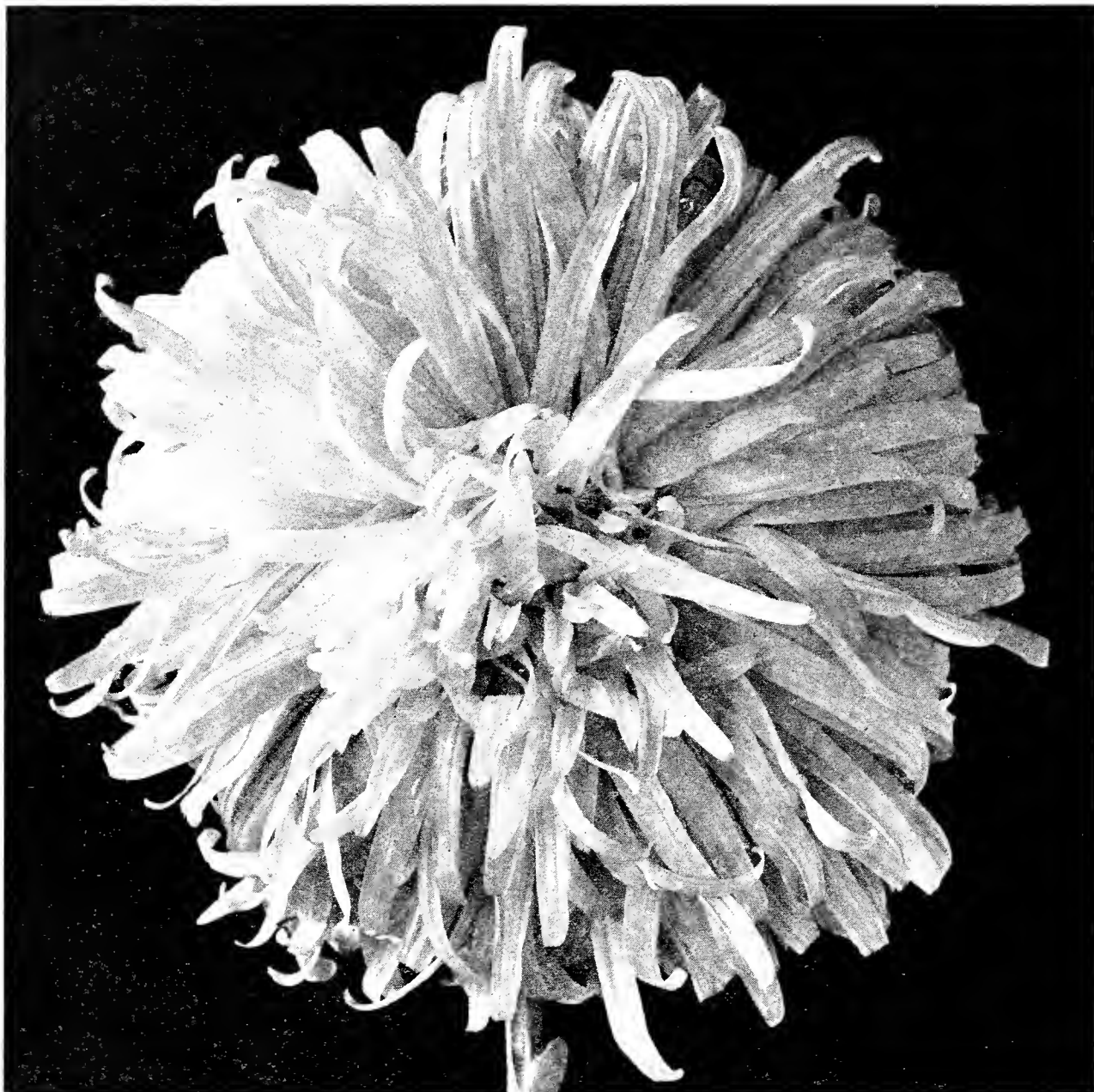
Yours very truly,
MRS. W. C. CAINE.

Hamburg, New York, April 3, 1936.

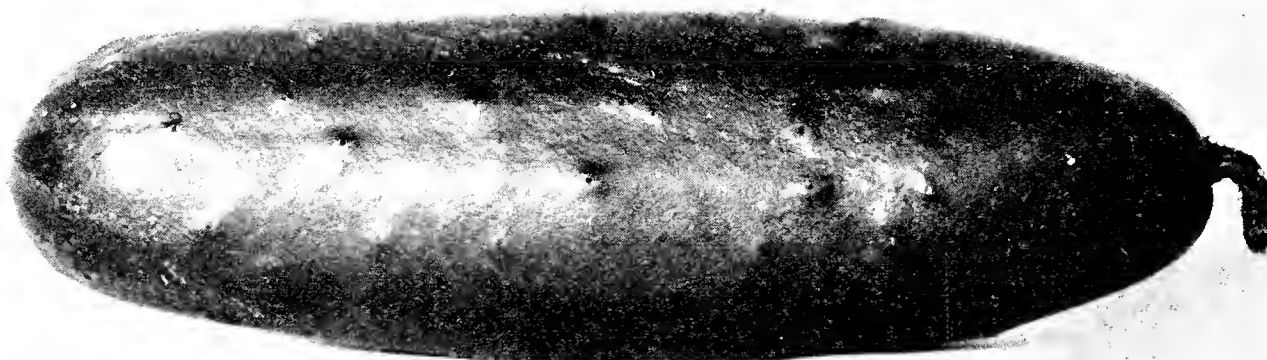
Mr. Richard Diener, Oxnard, California.

Dear Sir: Received the Pelargonium "Santa Barbara," and it came through in fine shape; the extra packing did the trick. Thank you so much for your trouble. The many years I have been handling your seeds have been happy ones because I always have something that the other fellow doesn't have. I am enclosing 25 cents, hoping this will help repay charges on the plant you sent. Again I want to thank you for your trouble.

Very truly yours,
EARL P. WRWAY.



IMPROVED GIANT OF CALIFORNIA ASTER, WHITE



CUCUMBER "SENSATION"

TOMATOES

For many years I have been working on tomatoes, crossing all kinds together to derive a large size tomato of an exquisite flavor. I raised hundreds of large-sized varieties, but their fruit was too imperfect, having heavy cores and being rather crippled.

In 1916 I first got what I had in mind, a good, large tomato from a cross of San Jose Canner and Trophy, which is the Diener tomato now and which is now raised, mostly on the coast for canning, on thousands of acres, as it has proved the most satisfactory tomato for canning and for ketchup, as well as tomato juice. One corporation raises over 6000 acres of the Diener tomato.

The Ventura tomato is a smaller tomato of regular market size, weighing from four to eight ounces. It is immensely free bearing, has very solid, perfectly formed fruit, and a very fine flavor. It is the best fungi-resisting tomato yet produced.

Directions for Planting: If you have just a small garden, raise a few tomatoes in small lots. It is best to train them up on eight-foot-high 2-inch stakes. Train just one shoot, cut all side shoots away and tie the main shoot with strong twine. Set the stake at least 2½ to 3 feet in the ground so it will not fall over in heavy rains and wind. Place the stakes about three feet apart. Enrich the soil by fertilizing. Water once a week, but never over the leaves. Keep the leaves and flowers dry, as otherwise the flowers would drop off. Tomatoes should not be planted a second time in the same place until three years have elapsed. By this method you will be able to raise a quantity of fruit of the finest quality. The pepper tomato has a more spicy flavor and many of my customers prefer this variety.



15 lbs. on one branch

THE DIENER TOMATO "King of All Tomatoes"

This tomato was originated by Richard Diener in 1917 and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of three pounds, but the average is about one pound. The yield is very heavy.

The flesh is very solid and perfectly filled out, leaving no hollows. For this reason it is very valuable for dehydrating or canning. Canned, this tomato has the finest flavor of any tomato known. It is used in great quantities by California's largest canneries. The flesh is magnificent, dark red and very sweet and free from acid. It produces very few seeds, so is exceptionally fine for catsup and best for tomato juice.

Pkg. 25c Trade pkg. 50c 1 oz. \$1.00
1 lb. \$15.00

DIENER'S FORCING TOMATO

For Greenhouses and Frames. An immense free bearing tomato of about four to five ounces, fine red meat and the fruit is very even. There is nothing better in existence today for this purpose.

Trade pkg. 50c 1 oz. \$2.00

THE PEPPER TOMATO

(Diener)

A cross between Bell Pepper and Tomato. This tomato should be in every garden. Having the pepper flavor added to the tomato, it has a unique spicy taste, and all who have used them prefer them for tomatoes. It is extra early bearing; never has any deformed fruit; very solid and more egg-shaped than round, and from four to six ounces in weight.

Pkg. 25c Trade pkg. 50c 1 oz. \$1.00
1 lb. \$15.00

DIENER'S YELLOW TOMATO

This is a large, yellow tomato, very early and free bearing. It has a fine, non-acid flavor. If you eat it once, you will want it in your garden every year.

Package 25c

TOMATO COLLECTION

For those who have a small garden and want a few plants of each, I have made a collection of Pepper, Diener, Ventura and Yellow tomatoes and a package of cucumber seeds, each package containing about fifty seeds and each variety labeled in a separate package.

Collection 25c

Atchison, Kansas, February 6, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: We grew 10,000 of your Ventura last year for shipping tomatoes. I was so successful with your Ventura tomato that other local tomato growers want this tomato.

Respectfully,

HILLIGOSS GREENHOUSE.

Hoopeston, Illinois, February 5, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Mr. Diener: Your "Ventura" Tomato is all anyone could ask. I had early tomatoes of fine quality. They even fruited all during our terrible drought and took on new life during the autumn rains and produced another heavy crop. They were a fine color, solid, meaty and of excellent quality and proper size. We have never had such fine tomato juice as this winter.

Sincerely,
BYRON FRAME.



NEW BLIGHT-RESISTING TOMATO

"Ventura" (Diener)

Ventura is the most perfect tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very

long distances. Ventura has a very delicious taste, it being a seedling of the Diener tomato which is known for its wonderful flavor when canned. It is extremely free bearing. To get the true variety always get the seed direct from me.

Pkg. 25c 1 oz. \$1.00 1 lb. \$14.00

Detroit, Mich., Feb. 20, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Got some Ventura seeds from you last year and had splendid results, but this year I am going to start the seeds in the nursery and plant outside from four-inch pots to get earlier crop. The Ventura tomato has a fine flavor, is splendid for table use and makes a wonderful canning tomato. We canned eighty (80) quarts for our own use.

Yours very truly,

C. C. FRENCH.

* * *

Cincinnati, Ohio, Mar. 14, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I am still growing your Diener Tomato, saving the seeds from year to year. They are the largest and finest flavored tomatoes I have ever seen and attract much attention and admiration. I am enormously proud of them.

Very truly yours,

NINA BROWNE PARKER.

Belle Vernon, Pa., Feb. 28, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Last year was the first that I have ever grown the Pepper Tomato. It far exceeded my expectations. The year was a poor one for gardening, but the Pepper Tomato continued to bear until frost. As for flavor, they can't be beat.

Respectfully,

WALTER C. SCOTT.

* * *

Meadowbrook, Penna., August 23, 1932.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: I purchased some Petunia seeds from you last spring and my gardener started them in a cold frame. He followed the directions which you give so clearly in your catalogue and I assure you I have never seen such beautiful flowers. They have been a show for three months and they have had many admirers. I have cut some for the house but do not cut enough to mar the beauty of the garden.

Most sincerely,

MRS. W. G. SIBLEY.

PRACTICAL GARDENING BOOKS

[Written by well-known authorities in a concise and lucid manner,
handsomely printed on good paper, profusely illustrated and attrac-
tively bound in durable covers]

My customer list is increasing by the thousands every year. So many people write every day asking questions concerning many subjects of Floriculture, it is impossible for me to answer all these questions, as the management of my business and the plant breeding work that I carry on takes all of my time, in spite of long hours of work every day. For those looking for such information, I have listed the following books. These books are inexpensive and are written by experts in their lines.

ROSES

By F. F. Rockwell

Tells just what the beginner or average flower lover can do with roses. Varieties are classified according to their uses as garden, climbing, and landscape roses and the part each of these plays in the garden is fully explained with complete directions for rose care and culture, planting, propagation, protection from insects and diseases, and variety lists. 74 illustrations; 88 pages. **\$1.25.**

HORTUS A CONCISE DICTIONARY OF GARDENING

By L. H. and Ethel Z. Bailey

Easy to use, accurate, and nontechnical, this great book comes closer than any other single volume to answering every question about gardening. It includes every kind of ornamental, fruit and vegetable plant grown today with brief and complete information on their uses, cultivation, hardiness, propagation, preferred soil, color, identification, etc. Common names are used throughout, all botanical terms are defined, and the book is so conveniently arranged and compressed that it is marvelously easy to handle. 35 illustrations; 652 pages. **\$5.00.**

PERENNIAL GARDENS

By H. S. Ortloff

Following the simple directions in this book insures a perennial garden crowded with bloom, in which the colors make a perfectly blended picture. First come plans, showing how to locate and lay out the garden; then clear directions for preparing the soil, fertilizing, planting, cultivating, transplanting and propagation. 18 illustrations; 90 pages. **\$1.25.**

GARDEN GUIDE

Each subject by different experts. Information on every phase of gardening pertaining to small or average sized homes. 576 pages, 300 illustrations. Cloth, **\$2.50**; postpaid, **\$2.65.**

BOOK OF BULBS

By F. F. Rockwell

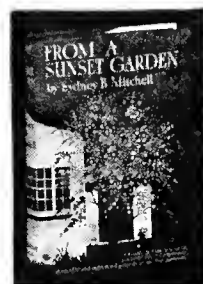
With this complete and practical book you can get the utmost in beauty from every kind of bulbous plant. Clearly written by one who knows; illustrated with 187 beautiful photographs and instructive drawings. Includes tulips, daffodils, hyacinths, lilies, crocuses, glads, dahlias, peonies, irises, begonias, and scores of other beautiful but not-so-well-known bulbs. We recommend it as the best and most complete bulb book. 187 illustrations; 264 pages. **\$2.00.**

FROM A SUNSET GARDEN

Essays for Any Adventurous Gardener

By Sidney B. Mitchell

If you are an adventurous gardener who likes to try new plants, or to experiment with seeds and bulbs and to grow the odd and unusual, you will value and enjoy this new book. Mr. Mitchell knows plants, and his book will help you to enjoy them—particularly the native western sorts which are becoming so popular in all parts of America. Delightfully written, informative, and completely practical and useful. Order this new book for garden success and real enjoyment. 337 pages, illustrated. Postpaid, **\$3.15.**



Erie, Pennsylvania, November 5, 1934.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Your new catalog for 1935 has just been received and is, to my mind, the most comprehensive piece of literature of this type I have ever seen devoted to Petunias, and it certainly will go a long, long way towards helping any and all who are interested in these beautiful flowers which you specialize in toward placing their orders for seeds of these beautiful flowers.

We obtained most wonderful results in the use of those seeds purchased from you last year, and shall make up our order for the coming year's needs very shortly.

In the meantime may I ask, please, that you mail a copy of this catalog to Mr. R. F. Hoffstetter, P. O. Box 929, Erie, Pa.

I gave him a flat of plants last spring, grown from your seeds, and he was perfectly amazed at the beauty of the flowers obtained from them later in the season, and is now desirous of placing a stock order with you also for his next season's requirements.

Yours very truly,
C. H. HOFFSTETTER.

WOMAN'S FLOWER GARDEN

By Jane Leslie Kift

The care and treatment of plants in the home and their cultivation outdoors. 160 pages, 15 illustrations. Cloth, \$1.25; postpaid, \$1.35.

AZALEAS AND CAMELLIAS

By H. H. Hume

Every point about growing both of these shrubs is carefully explained here—soils, time and method of planting, cultivation, mulching, pruning, frost protection, feeding, pot and tub culture, pests and diseases, and propagation. This information holds good for every region where either shrub is grown, indoors or outdoors. 14 illustrations, 90 pages. \$1.50.

PRACTICAL LANDSCAPE GARDENING

By Robert A. Cridland

Tells how to beautify and landscape your own plot of a medium-sized place. 280 pages with 260 illustrations, planting plants and sketches. Cloth, \$2.50; postpaid, \$2.65.

PRACTICAL VEGETABLE CULTURE

By A. E. Wilkinson

The growing of vegetables for home consumption and on the farm for profit. 308 pages with 135 illustrations. Cloth, \$2.00; postpaid, \$2.15.

FLOWERS OF THE WILD

By Frank C. Pellett

Covers most of the common wild flowers suited for cultivation in the Northeastern States and the best of them from the West. 170 pages, 104 illustrations, and 4 color plates. Cloth, \$2.15, postpaid.

BOOK OF SHRUBS

By Alfred C. Hottes

A complete, nontechnical description of the common species with its characters, uses, soil, pruning and propagation. Lists of different shrubs for different purposes. 446 pages, 187 illustrations. Cloth, \$3.00; postpaid, \$3.15.

AMERICAN ALPINES IN THE GARDEN

By Anderson McCully

Hundreds of fine plants from our Pacific Northwest are fast coming into favor with garden makers everywhere. This new book describes and tells how to grow over 500 different kinds and gives full information on making a rock garden and moraine, pool, growing from seed, purchasing, and transplanting. 19 illustrations, 262 pages. \$2.50.

PLANT PROPAGATION

999 Questions Answered

By Alfred C. Hottes

Surely the increasing of plants by seeds, cuttings, divisions and by grafting is one of the most fascinating miracles each of us can perform. Have you often wondered just how to sow various seeds, why some sprout so slowly, how long you can keep seeds, when to sow perennials? How to grow plants from their leaves? How to increase bulbs faster? How to give a piece of a favorite shrub to a neighbor? How to graft fruit trees? These and many other points are fully covered in Plant Propagation. Every step is clearly illustrated and carefully described in terms that are definite but understood by anyone.

238 pages, 5 x 7 1/2; 136 illustrations; jacket in two colors. \$2.00.

WATER GARDENS AND GOLDFISH

By R. V. Sawyer and E. H. Perkins

Contents: Waterlilies on Balcony, Dooryard Water Gardens, Concrete Pools, Pool and Rockery Combinations, Waterlilies, Sacred Lotus, Victorias, Lesser Aquatic Plants, Pond Folks, Cultural Directions, Home Aquarium and Its Management, Popular Varieties of Goldfish, Foods, Diseases and Simple Remedies, Enemies, Breeding, Goldfish in the Garden Pool, Wintering Goldfish, Aquarium Construction.

Full information, from Waterlilies in a tub to a regular-sized pool, coupled with complete information on the care and breeding of Goldfish.

272 pages, 5 x 7 1/2; 126 illustrations; jacket in two colors. \$2.00.

THE ART OF HOME LANDSCAPE

By M. E. Bottomley

Perhaps you are confused about formal and informal design. Perhaps you have wondered how to make a high wall terrace or house appear lower, how to widen the effect of a tall house, how to emphasize a building or how to subordinate it. You may want to know not only how to plant the front of the house but how to develop the yard and garden—the Home Landscape.

You have always wanted to get a working idea of the use of color in the garden. In this book Professor Bottomley has interpreted the principles of landscape gardening. He has made them practical and understandable to the amateur.

The practical end of landscape gardening is by no means overlooked in this book. There is a thorough survey of the field of horticulture—how plants grow, fertilization, pruning, tree surgery, planting and maintenance.

276 pages, 5 1/2 x 8, profusely illustrated. \$3.50.

PLANTING LISTS FOR SOUTHERN CALIFORNIA

By Roland Stewart Hoyt

A handbook of ornamental plants. Describes the many varieties in detail. \$2.00; postpaid, \$2.15.

THE CACTUS BOOK

By Dr. A. D. Houghton

Just select the right kinds and you can grow cacti in any climate and under any conditions, with flowers up to a foot across and sometimes 200 blooms on a single plant. This book tells you which cacti to buy and how to grow them outdoors or indoors; how to raise from seed, hybridize, make cuttings and grafts, and everything else connected with successful cacti growing. 18 illustrations; 145 pages. **\$2.25.**

OUR NATIVE CACTI

By Ethel Bailey Higgins

Treats of Cacti indigenous to the United States, giving uses, classification, description, habitat, flowering periods, diseases, cultural directions. 182 pages, 94 illustrations, and 4 color plates. Linen cloth, **\$2.65.**

GARDEN POOLS: LARGE AND SMALL

By Ramsey and Lawrence

Nothing else can add so much to your garden as a pool, even if it is only a transformed wash tub in the tiniest garden space. How to have one is fully explained in this new book. Its text is so complete and its illustrations are so numerous and practical that you can easily find the type of pool that fits in your garden and learn all about designing, planting and caring for it. 41 illustrations; 122 pages. **\$2.50.**

THE BOOK OF ANNUALS

By Alfred C. Hottes

Over 100 separate genera described with full directions for their culture and uses. 180 pages. 155 illustrations. Cloth, **\$1.50**; postpaid, **\$1.65.**

A LITTLE BOOK OF CLIMBING PLANTS

By Alfred C. Hottes

Full information on climbers, ground-covers and creepers. 250 pages, 82 illustrations. Cloth, **\$2.00**; postpaid, **\$2.15.**

ALL ABOUT FLOWERING BULBS

By T. A. Weston

Full information on bulbs of all seasons with all essential details for their successful growth. 186 pages, 65 full-page halftones, and 8 color plates. Cloth, **\$2.00**; postpaid, **\$2.15.**

MODERN DAHLIA CULTURE

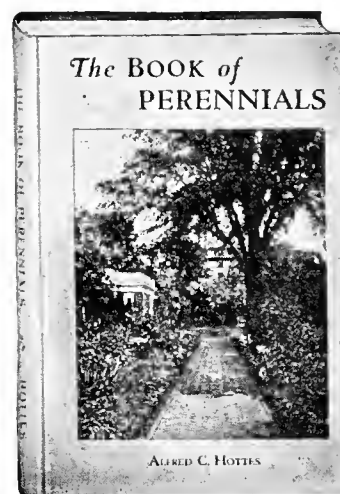
By Wm. H. Waite

. . . the originator of "Jersey's Beauty," and other highly popular Dahlias. 134 pages, 24 halftones, 6 color plates. Cloth, **\$1.50**; postpaid, **\$1.65.**

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By Alfred C. Hottes

How to successfully grow and enjoy over 146 genera of our most popular and durable of border plants. 280 pages with 103 illustrations. Cloth, **\$2.00**; postpaid, **\$2.15.**



BOOK OF TREES

By Alfred C. Hottes

Complete information on all phases of deciduous and coniferous trees. Valuable lists of different trees for different purposes and localities. 448 pages, 180 illustrations, 1932. Cloth, **\$3.65**, postpaid.

COMMERCIAL FLORICULTURE

By Fritz Bahr

Economic and business conditions for the retail grower with full cultural details under glass and outdoors. 616 pages, 327 illustrations. Cloth, **\$5.50.**

ROCK GARDEN PRIMER

By Archie Thornton

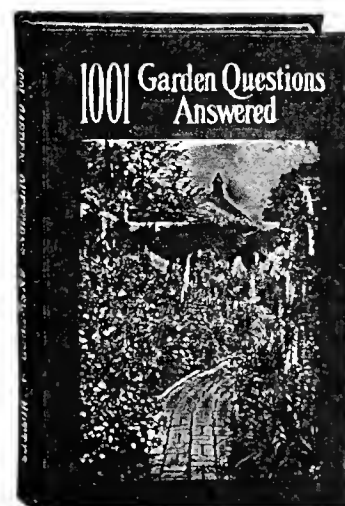
Unusually complete for information on construction. Also gives care and culture. 152 pages, 70 illustrations and 4 color plates. Imitation leather, **\$2.00**; postpaid, **\$2.15.**

1001 GARDEN QUESTIONS ANSWERED

"Revised 50%, 1935"

By Alfred C. Hottes

Covers all phases of gardening on the medium-sized place—flowers, fruits, vegetables, trees, shrubs, walks, etc. A veritable encyclopedia. 330 pages. Cloth, **\$2.00**; postpaid, **\$2.15.**



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THE COMPLETE, BALANCED PLANT FOOD



VAPORITE

This is a soil insecticide which destroys all insect pests living in the soil, such as wireworms, nematodes, cutworms, etc. Petunias are badly affected by nematodes in many localities, which often kill many of the young plants. **Vaporite** mixed in the soil, one pound to a cubic yard, will completely destroy them. After mixing, cover the soil with empty sacks and allow it to stand for about three days so the gas which forms will have plenty of time to take effect. After three days it will do no harm to the plants.

Vaporite Your Ground—Insure your flowers and crops against Pest Attack. (\$1,000,000 annual loss in California from wireworms.) **Vaporite** is easy and harmless to handle and will rid your garden or grounds of all forms of soil pests. **Vaporite** is scattered over the soil and forked or raked in. **Vaporite** creates a gas which remains active in the soil for a month. **Vaporite** can be safely used with growing plants. **Vaporite** is recommended by leading American and English Seedsmen. **Vaporite** has been successfully used in Europe for 30 years and has the largest sale of any insecticide there.

4 lbs. in air-tight screw-top can, **\$1.50** (Postage paid in U. S.)
25 lbs. **\$5.50** 50 lbs. **\$10.00** 110-lb. keg **\$20.90** (f. o. b. Oxnard)

Use one pound to fifty square feet and 330 pounds to an acre outdoors.

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WATSONIA SEED, MIXED

Watsonias are related to the Gladiolus, only much taller and more profuse in flower. They flower in February and March and cannot be raised outdoors where it snows or freezes hard, only in the semi-tropical zone or in greenhouses. They are excellent as cut flowers. Mine are the most up-to-date hybrids and come in all shades such as Gladiolus, except blue and yellow. The flowers are about three inches in diameter. Sow out like gladiolus seeds.

Sample pkg. 50c Trade pkg. \$1.00
(Larger amounts on request.)

Carmel, Calif., Jan. 27, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Mr. Diener: Two years ago I bought a package of your Ruffled Monster Petunias, and even though I am very much of an amateur and have little time to give them the best care, I achieved results that did the name of Diener proud. There is nothing more beautiful nor more fragrant than a bed of ruffled Petunias.

Yours very truly,
ELIZABETH M. NILES.

Glencoe, Ill., July 20, 1936.

Mr. Richard Diener, Oxnard, California.

My Dear Mr. Diener: The Petunias from your seeds were even more beautiful this year than in the preceding one.

Yours very truly,
JESSE L. STRAUSS.

West Springfield, Mass., July 24, 1935.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Planted in our greenhouse during this last January "Dreams of Beauty" Delphinium seeds. We are now cutting "wonderful blooms" from the field.

Yours truly, LARONE FLOWER GARDENS.

Meadow Brook, Santa Rosa, Calif., Dec. 7, 1933.

Mr. Richard Diener, Oxnard, Calif.

Dear Sir: Just a line to let you know how the seeds purchased from you are doing for us. The Delphiniums "Dreams of Beauty" are just what you christened them and are admired by some but envied by most. The statice was just fine and have large bunches hung up for winter decorations. Last year we did not renew our Petunia seeds and, believe it or not, they came through the hard winter we had here and bloomed fine all summer and are still in bloom at this writing.

Yours sincerely,
REGINALD S. KNIGHT.

Appleton, Wisconsin, March 23, 1936.

Mr. Richard Diener, Oxnard, California.

Dear Sir: I want to tell you how pleased I was with the Petunia seed I got from you last spring. The Green Edged Doubles were the most wonderful Petunias I ever saw. As long as I can get your seed I do not want any others.

Sincerely,
MRS. LENA MASSONET.

Cohasset, Massachusetts, July 31, 1936.

Mr. Richard Diener, Oxnard, California

Dear Sir: A friend of mine has the finest Petunias I have ever seen, which she says came from your nurseries. Please send me your catalog when issued.

Very truly yours,
HARRY V. LONG.

Ephrata, Pa., October 23, 1935.

Mr. Richard Diener, Oxnard, California.

Dear Sir: Please send me your latest catalog on Petunia seeds. I purchased a small order from you last year and they were by far the finest I ever raised. The only trouble I had with them last year, was that I didn't have enough to meet the demand.

Yours very truly,
MRS. ELIAS E. ANDES.

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ONE-HALF ACTUAL SIZE